Protect Your Career by Protecting Your Eyes
ATA Addresses Potential Misclassification of Workers under the Fair Labor Standards Act

The U.S. Department of Labor’s new proposed rule could classify independent translators and interpreters as employees under the Fair Labor Standards Act. ATA has written a statement to educate its members and the general public about the implications of this proposed rule on independent translation and interpreting professionals.

ATA Strategy Committee Update

The language services market is constantly evolving, growing, and adapting to changes in technology and economic forces. ATA and its members are affected by these changes. The Board needs data and analyses to make informed decisions about the industry, the Association, and individual members’ livelihoods. Here are some of the initiatives the Strategy Committee has been working on to help the Board in their task.
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How Case Studies Can Help You Market Your T&I Services
While testimonials are powerful, case studies allow you to tell the story of your clients’ successes as a result of working with you. When well-written, case studies can be very useful in marketing to potential clients.

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We Need to Talk about... Money!
It can be embarrassing and feel intrusive when someone asks about your rates, particularly if you suspect that you’re not earning enough or you’re not earning what you would like. However, if we are less obscure and cryptic about our own rates, more translators in the profession might start re-evaluating what they charge.

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Protect Your Career by Protecting Your Eyes
As translators and interpreters, we need to protect our vision if we want to work productively. Given the nature of our jobs, however, and our dependence on computers for everything from term research to remote simultaneous interpreting, avoiding screen use altogether is simply impossible. How can we strike a balance between using technology to work and avoiding health problems caused by overusing our eyes in the process?

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Interpreting Is a Performance Art
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Make sure to check out the Chronicle-Online website for online extras and bonus features, such as Humor and Translation and important announcements. See: www.ata-chronicle.online!
The end of the year is always a time for reflection. And if we reflect on the past year in ATA, I think it’s safe to say that it’s been a year of big wins and growth in several areas of our Association.

Advocacy: Our Advocacy Committee has had quite a year. Under the leadership of Ben Karl, the committee has responded to multiple calls for action and stepped up in ways that make us all proud to be ATA members. The committee has drafted letters to various organizations, including the City of Santa Maria, the Oregon Health Authority, the Court Administration Office of the Eighth Judicial District Court in Nevada, the Department of Health and Human Services’ Office for Civil Rights, U.S. Department of Labor, and several others. The committee also shared a presentation at ATA63 on how members can become more involved as advocates in the T&I professions. I know we’ll continue to see our ATA Advocacy team stepping up in the coming year. (Read about ATA’s most recent advocacy effort involving the U.S. Department of Labor on page 9 of this issue!)

Professional Development: The Professional Development Committee, chaired by Nora Díaz, has been dedicated to bringing ATA members the highest level of continuing education opportunities on a variety of subject-specific and language-specific topics. The committee has expanded its offerings to include workshops, webinars, and even a professional development podcast series on specialization. Committee members have also been working to organize a virtual conference that we hope will take place in the spring of next year. So, watch your inbox for more information on this as plans unfold.

Ethics and Professional Responsibility: The Ethics Committee, chaired by Robin Bonthrone, has been working diligently to revise the ATA Code of Ethics. This revision, which started under the previous Ethics Committee Chair, Jill Sommer, is now complete, and the Board recently approved the revised code, which will take effect January 1, 2023. You’ll find information about it on ATA’s website soon, and you’ll be asked to agree to abide by the Code of Ethics and Professional Responsibility when you renew your membership for 2023.

Certification: Our Certification Committee, under the leadership of David Stephenson, took our new online testing platform to the next level this year. Not only can you now take the certification exam online, but you can take it on demand. This is a huge accomplishment and one that began under the leadership of the late Michèle Hansen. I’m grateful to this group who picked up this project and made the on-demand option a reality, making the exam available to more members anywhere in the world.

ATA Website: As you know, ATA’s website has come a long way over the past few years! In fact, not only did we completely revamp the website, but Website Manager and Graphic Designer Teresa Kelly at ATA Headquarters took it to a whole new level. And, because of this hard work, ATA was recognized this past summer at the International Federation of Translators (FIT) World Congress in Cuba, where we were awarded the FIT Prize for Best Website. Thanks to Teresa and to ad hoc website committee chair, Karen Tkaczyk, for leading this effort!

Honorary Members: Perhaps one of the most significant changes in ATA in 2022 was the decision by ATA Executive Director Walter “Mooch” Bacak to wrap up his time with us. Mooch served our Association for 28 years. He has been, in many ways, the institutional leader that ATA has needed, and we are all grateful for the work that he has done. We wish him all the best in his retirement.
memory of our Association, and we’ll miss him dearly. Mooch was awarded Honorary Membership unanimously by ATA’s Board of Directors, and it was my privilege to present him with this honor in recognition for his dedication to our Association during the Annual Conference.

Our other Honorary Member in 2022 is Corinne McKay, a long-time member, past ATA President, and a dear friend and colleague to so many of us. Corinne’s work has touched the lives of translators and interpreters all over the world. She literally wrote the book on how to succeed as a freelance translator. No really... she wrote that book! Her books, in addition to courses and more than 15 years’ worth of blog posts and podcast episodes, have been in the hands and earbuds of thousands of translators and interpreters. If there ever was an individual who has distinguished herself in the translation and interpreting world, I think we can all agree that Corinne is at the top of the list.

Looking Ahead to 2023
I’m thankful to say that while we’ve had tremendous growth in our programs, we’re also making a smooth transition in ATA with a vibrant professional in our new executive director, Kelli Baxter. During this past year, I was joined by the rest of ATA’s Executive Committee, ATA Past President Corinne McKay, Mooch, and ATA’s Assistant Executive Director of Membership Communications, Mary David, to lead the search for our next executive director. We had over 40 applicants for the position, and we met many times over a period of six months to create the job ad, review applications, conduct interviews, and select our top candidate.

Kelli comes to our Association with a wide range of experience in the association world, including a background in data and IT, event planning, management, and more. Kelli stood out to the search team from the start, and she was our front-runner right up to the end. We’re confident she’ll continue the good work Mooch has done over the past many years. You can learn more about Kelli in her column in this issue!

Overall, ATA remains strong and vital. We’re a resilient association that has made it through a pretty tough couple of years with a lot to show for it. I’m looking forward to seeing what ATA accomplishes over the next year, but for now I’ll leave it at that and thank everyone again who volunteers for ATA. Without you, we wouldn’t have the great Association we’re all able to call our professional home. While our membership numbers are not exactly growing as much as we would like, we did see at least 200 new members join ATA around the time of the Annual Conference, and our retention numbers remain steady at 83.6%. (For reference, anything over 80% is considered positive in the association world.)

With that, as of a month ago, we had 8,374 ATA members. I encourage you to renew your membership for 2023, do an end-of-year assessment of your ATA Directory profile listing, get involved in your divisions, and consider joining an ATA committee. We have much more in store for you in the coming year!
I think many of us (myself included) are still abuzz with excitement and gratitude for the opportunity to meet in Los Angeles at our Annual Conference. ATA63 was one for the books! After a few challenging years, we finally had a fully in-person conference again—and it was a truly unforgettable feeling. The energy of 1,100 attendees was invigorating, and it sure felt like a pre-pandemic conference! Thanks so much to all of you who joined our reunion in LA and for being part of this experience. I’m especially grateful to our 200+ first-time attendees—I’m so happy you joined us! We had our biggest turnout ever at the Buddies Welcome Newbies event, and I hope everyone felt welcomed and enjoyed your first ATA conference.

I really appreciated the warm welcome of our co-hosts, the Northern California Translators Association and the Association of Translators and Interpreters in the San Diego Area, who were there for us throughout the conference to help answer questions and share tips about the LA area.

I would also like to extend a big thanks to the ATA63 sponsors, including our Gold Sponsors—Pixelogic Media Partners, Trados, Translated, and WordFast—and our Bronze Sponsors—Alliant Insurance Services and TransPerfect. Also, thanks to all our exhibitors—check out their information on the ATA63 website!

Of course, ATA63 wouldn’t have been possible without our volunteers: Division Leadership Councils, session reviewers, event hosts, volunteers applying for approval for continuing education credits, speakers, and many other key volunteers. Thank you so much for your dedication and hard work.

And finally, but perhaps most importantly, thank you to our amazing ATA Headquarters staff and especially Professional Development Manager Adrian Aleckna. The staff are the people behind the scenes, processing your registrations, creating the conference schedule, updating the conference website, ordering badges, sending out daily conference emails and alerts, answering everyone’s questions—and taking care of every little detail. We truly appreciate all their hard work to make our conference great and making it possible for us to meet year after year.

I apologize for the technical problems we had this year. I know this was frustrating, and I can assure
you that we’ll address all the issues with our app vendor. In the meantime, the desktop version of the app is available, and ATA63 attendees can still peruse it to connect with others. A big thanks to all those who completed the session surveys and the Overall Conference Survey. Your feedback is invaluable. By sharing your thoughts, you become a part of the conference planning team for next year.

It’s hard to pick just a few highlights from ATA63! From the unforgettable Welcome Celebration on an outdoor terrace to the buzzing session hallways, smiles and hugs all around, a fantastic selection of educational sessions, the energy of networking sessions, and the bittersweet moment of watching the conference recap video, this year’s Annual Conference was very special. I’m so grateful we had this opportunity to meet in person at last. The inspiration, excitement, and connections will be long lasting—until we meet again next year!

Looking Ahead to ATA64

It’s my pleasure to serve as the conference organizer again for ATA’s 64th Annual Conference, October 25-28, 2023. We’re already hard at work planning next year’s reunion, and I can’t wait to see everyone in Miami, Florida, at the Hyatt Regency Miami!

As ATA Treasurer John Milan and President Madalena Sánchez Zampaulo shared in their statements during the Annual Meeting of All Members, it’s time for ATA to rethink our conference model. We want to make sure our Annual Conference is financially sustainable and offers a great experience to all our attendees—both those who are new to ATA and those who attend every conference. In the coming months, we’ll be discussing how to revamp our conference events and try some new ideas. We’ll be visiting the conference hotel soon and I’ll be sharing updates about what to expect at ATA64 in my future columns. Stay tuned!

In the meantime, I hope you’ll consider submitting a conference proposal this year. The call for proposals for ATA’s 64th Annual Conference will be out in January, so it’s time to start planning your proposal! (See the link in the sidebar and watch “How to Submit a Successful ATA Annual Conference Proposal” to learn more about developing and submitting a proposal for this event. It’s free!)

If you have any questions or feedback, or if you would like to help organize ATA64, please feel free to email me at president-elect@atanet.org.

We finally had a fully in-person conference again—and it was a truly unforgettable feeling.
FROM THE EXECUTIVE DIRECTOR

With Change Come Possibilities and New Perspectives

In this year of firsts and the return to in-person meetings and events, I’m honored to serve as your new executive director. I couldn’t be more thrilled to join such a warm and welcoming team of professionals who serve as your ATA Headquarters staff. They spend their days researching, creating, and driving the strategic mission of ATA and are the true heartbeat of the Association.

My first introduction to ATA was in Los Angeles at ATA63. As a native of Los Angeles, it felt good to be “back home” as I embarked on a new journey in a new industry. The conference was the perfect way to start my tenure, and I was greeted by the Headquarters staff and the Board with open arms. I was impressed with the attendance of the first fully in-person conference since 2019. Being able to attract 1,100 attendees is not an easy feat, particularly when associations are still adapting their events to the challenges of our “new normal,” but the staff and conference planning team made it look seamless!

As I met with attendees and volunteer leaders, I felt the energy generated by everyone being back together and witnessed the passion our members have for their profession and the industry. I experienced the best of both worlds, gaining fresh perspective from those new to the profession and a sense of the professional legacy those with years of experience bring to ATA.

In those five short days, I was able to soak up the vast knowledge and expansive ideas from attendees that flowed through the meeting rooms and into the evening networking events, where I felt the true sense of family that lies within this Association. I carried that experience back to the office in Alexandria and hit the ground running.

As we prepare for 2023, the anticipation for an even bigger and better ATA is looming. ATA members are the best and brightest in the industry, and I’m in awe of the work you do. ATA has successfully navigated a pandemic, the challenges of organizing virtual/hybrid conferences, a successful return to in-person events, and now the “changing of the guard” with a new executive director. By now we all must know that change is sometimes inevitable, and with change come new possibilities and new perspectives. I would be remiss if I didn’t applaud the hard work, guidance, and leadership of my predecessor, Walter “Mooch” Bacak. His leadership and passion for ATA members and volunteers will carry on in the staff and all that he accomplished in his 28 years of service to the industry.

As I embark on these first few months, I plan to be on a listening tour. While that tour started in Los Angeles, it will make many stops along the way through to ATA64 in Miami next year. My priority is in the strategic goals and initiatives set by ATA’s Board, and my primary goal will be getting to know more members by sitting in on committee calls and listening to what you, the members, want to see in 2023. Some of those areas of concentration will include:

- Expanded membership growth and development.
- Enhanced marketing and communications, creating broader visibility through the current ATA brand.
- Creating new alliance partnerships that will further advance the Board’s strategic goals and initiatives while also continuing to build on existing relationships within the industry.

With the help of the Headquarters staff, I want to help connect what you do now in your day-to-day work to what ATA can do for your business. ATA members share a vision of promoting the recognition of professional translators and interpreters, and I couldn’t be prouder and more excited to be part of such a rich and robust group of professionals. In closing out this year, I hope you’ll be able to reflect on all that ATA has accomplished and get excited about what’s still to come. I look forward to serving the Association and taking us to new heights.

ATA members share a vision of promoting the recognition of professional translators and interpreters, and I couldn’t be prouder and more excited to be part of such a rich and robust group of professionals.
New Proposed Rule Could Classify Independent Translators and Interpreters as Employees Under the Fair Labor Standards Act

Language services companies (LSCs) and, more broadly, companies of all kinds, rely on the skilled labor of translators and interpreters working as independent contractors. Currently, more than 75% of language professionals work as independent contractors, providing knowledge-based, professional services that require a high degree of professionalism, ongoing professional education, and professional compensation.

Forcing language professionals who wish to be independent contractors to be employees would disrupt vital language access services, which are protected under federal law.

In June 2022, the U.S. Department of Labor (DOL) asked for input from independent contractors on a new potential rule for determining employee and independent contractor status under the Fair Labor Standards Act (FLSA). ATA participated in the public forums held by DOL. (Read the original ATA call to action to members about those forums.)

On October 13, 2022, DOL published a notice of proposed rulemaking (NPRM) that puts forward a restrictive interpretation of the “economic realities” test, which is used to determine an individual’s status as an employee or independent contractor for the purposes of the FLSA.

The new proposed economic realities test would include the following six factors:

1. Opportunity for profit or loss depending on managerial skill
2. Investments by the worker and the employer
3. Degree of permanence of the work relationship
4. Nature and degree of control
5. Extent to which the work performed is an integral part of the employer’s business
6. Skill and initiative

The proposed regulations, if finalized, would expand the coverage of the FLSA by treating as “employees” a large number of translators and interpreters who, under current law, are properly classified as independent contractors.

ATA has written a statement to educate its members and the general public about the implications of this proposed rule on independent translation and interpreting professionals. Read the full statement on the next page.
Currently, more than 75% of language professionals work as independent contractors.

The American Translators Association (ATA) is the largest professional association of interpreters and translators in the U.S., with more than 8,500 members working in over 50 languages.

On October 13, 2022, the U.S. Department of Labor (DOL) published its notice of proposed rulemaking (NPRM) that puts forward a restrictive interpretation of the “economic realities” test, which is used to determine a worker’s status as an employee or independent contractor for the purposes of the Fair Labor Standards Act (FLSA). This restrictive interpretation would result in companies, and even many governmental agencies, being forced to classify as employees a large number of workers who, under current law, are properly classified as independent contractors. This could have a detrimental impact on the livelihoods of our members, the important work they do to ensure the federally protected right to language access for millions of Americans, and our economy.

Many interpreters and translators work with language services companies (LSCs), governmental bodies, and other clients as independent contractors. Current vetted statistics show more than 75% of language services professionals are independent contractors, providing knowledge-based, professional services in exchange for fees that they determine and on schedules that they set.

As we saw in California when AB 5 was signed into law, the imposition of employee status on independent contractors did not have the effect lawmakers desired: contracts were instead unilaterally terminated, and many language services professionals lost their livelihoods to linguists in other states. This, in turn, had a detrimental impact on language access for limited-English-proficient individuals, which is protected under federal law, as they were unable to access government services and benefits they were entitled to due to a dearth of interpreters.

ATA is concerned about DOL’s rigid, one-size-fits-all approach to worker classification, which ignores what happened in California with AB 5 and discounts the concerns of tens of thousands of professional freelancers and the dozens of language professionals who spoke up during DOL listening sessions on the development of this rule in June of this year.

We urge DOL to consider the result of a rigid worker classification test like the ABC test in California’s AB 5. Despite its aim to help misclassified individuals, it ensnared thousands of legitimate freelance professionals in its wide-reaching net and required over 100 exemptions in the subsequent clean-up bill AB 2257. To date, hundreds of legitimately freelance-dominated professions still struggle under the constraints of this unnecessary law. People have been stripped of their choice on how to make their living and balance their work and personal lives, and have lost the freedom our Constitution guarantees all Americans to life, liberty, and the pursuit of happiness.

Although the proposed rule does not contain a strict ABC test per se, it makes changes to the economic realities test and contains a criterion that is similar to the most onerous condition of the ABC test (i.e., the extent to which the work performed is an integral part of the employer’s business). The potential for overly broad interpretations of these criteria will lead to confusion, tie up determinations in protracted litigation, and generally create an environment of fear, not only for LSCs but also for linguists wishing to engage with them as has been their tradition and reality. In a sense, this rule could be more destructive than California’s AB 5. In the specific case of our professions, it could drive multilingual work offshore instead of keeping...
it in the U.S. The language services industry is a $64.7 billion industry globally, with the U.S. accounting for approximately 40%. The advent of remote simultaneous interpreting and other virtual collaboration models means that, rather than hire U.S. contractors as employees, U.S. companies will simply take their business elsewhere.

Now more than ever, in our ever-evolving world, the U.S. must safeguard our ability to effectively communicate across a variety of languages within a myriad of industries: government, nongovernmental organizations, health care, legal, business, and education, among others. Translators and interpreters are overwhelmingly independent professionals, by choice and by design. Our ability to practice our craft in an unhindered manner is essential to preserving language access in our country. Lives depend on it. It is not practical or feasible for any single employer to hire one linguist who speaks a dozen languages and is an expert in two dozen topics. Nor is it practical or feasible for any single employer to hire a dozen linguists as employees to do a single day’s work, such as translating an important Medicare brochure into 12 languages commonly spoken in the U.S.

Protections from exploitation and misclassification are essential for some occupations. Ours is not one of them. We urge you to take stock of the California example, look carefully at the evidence of our independent contractor tradition, and fix this rule before it proceeds and leads to unintended consequences and needless harm.

We ask you to revert to the pre-2021 economic realities test, which better honors the independent nature of language professionals’ work, protects independent translators and interpreters nationwide, and safeguards language access and our economy.

In its present form, the proposed rule poses a serious danger to professional linguists, the priority of language access, and the people we serve, including all Americans. As the president of the largest association of language professionals in the U.S., with our tradition of independence and by the choice of the majority of highly skilled linguists, I look forward to working with you to remedy this problem with the rule.

Please contact me with any questions.

Sincerely,

Madalena Sánchez Zampaulo
President
American Translators Association

Why This Matters to Translators and Interpreters

While employee classification for all may seem like a fine idea in principle, the reality is far different. Employee status is not necessarily a safeguard against exploitation (e.g., wage theft is a significant problem across industries and regions). As we saw in California with AB 5, language services companies (LSCs) that rely on the services of professional translators and interpreters did not respond by hiring contractors as employees, paying higher compensation, or providing benefits. Instead, they unilaterally terminated contracts and made out-of-state residency a condition for working with them, seeking to hire only service providers outside California. If enacted, this rule could have similar consequences, decimating the business of language professionals in the U.S.

Language professionals who work more than 40 hours a week as freelancers for a single client may be misclassified and entitled to recourse. Fortunately, remedies already exist for these misclassified individuals. The majority of language professionals, however, hold themselves out for hire to any client who requests their services and agrees to their professional fees, be that client an LSC, another public or private entity, or an individual. These professionals should have a say in how they are classified, a freedom that could be stripped with the enacting of this more restrictive law.

Learn More about ATA’s Advocacy Efforts

Educating government officials and the public about the role of translators, interpreters, and language access in our society is a central part of ATA’s mission. These efforts are led in part by ATA’s Advocacy Committee, which works on behalf of ATA members—and all language professionals for that matter—to specifically tackle policy and legislative language issues. The committee is asked to do the following:

• Monitor the activities of local, state, and national legislative and regulatory bodies.
• Provide recommendations for responding to requests from these bodies.
• Provide information regarding government activities to the Board and the general membership.
• Address international regulatory issues, as appropriate.

ATA’s advocacy campaigns have included reaching out to Congress to request independent contractor classification for translators and interpreters, supporting interpreters seeking fair pay in Nevada, advising the Santa Maria City Council (California) on language access, urging the Biden administration to prioritize the evacuation of Afghan interpreters and their families, as well as petitioning the Centers for Disease Control and Prevention for early access to vaccinations and safe working conditions for in-person interpreters during the pandemic.

Check out ATA’s Advocacy and Outreach page for more on these efforts. You can also learn more about the Advocacy Committee by listening to Episode 58 of The ATA Podcast.
The Strategy Committee advises ATA’s Board of Directors on big-picture issues, focusing on the medium to long term, while addressing trends affecting our profession and the way in which ATA and our members can respond to them. Members of the committee represent both new and experienced translators/interpreters working in a variety of specializations. The committee works remotely throughout the year, typically meeting in person at ATA’s Annual Conference. As part of its advisory function, the committee has analyzed and discussed several strategic visions for ATA, reviewing what we now offer and how we can leverage it to ensure relevancy, serve our members, and attract new professionals. The key, however, is leveraging the Association’s ability to meet a wide range of needs for translation and interpreting (T&I) professionals at every stage of their career.

The language services market is constantly evolving, growing, and adapting to changes in technology and economic forces. ATA and its members are affected by these changes. The Board needs data and analyses to make informed decisions about the industry, the Association, and individual members’ livelihoods. Here are some of the initiatives the Strategy Committee has been working on to help the Board in their task.

Analyzing Ways to Broaden ATA’s Appeal and Attract/Retain Members

Moving forward, ATA will work increasingly on broadening its appeal to attract and retain new members by making them feel the Association is a place every T&I professional can call home, regardless of where they are in their career. ATA is uniquely positioned to help people as their needs change, including getting started, professional development, networking, finding clients, becoming certified, and advocating on behalf of the profession. The Strategy Committee looks forward to sharing more details in the near future as this vision and its implementation take shape.

The committee has also been examining ATA’s response to the long-term trend of slowly declining membership. The committee has been working through the pros and cons of the following action items, often in coordination with the Membership Committee, as ways to boost membership in the medium term:

- Investing in more outreach/communications to non-member T&Is. Too many practitioners in our profession are still unfamiliar with ATA and its benefits.
• Investigating a potential tie-in with university T&I programs, where, upon graduating with a T&I degree, students might get a "trial" ATA membership. This would serve to create a connection with professionals early in their career.

• Setting up a more formal in-house structure aimed at non-member T&Is who may never join ATA (for any reason) but could still benefit from continuing education, webinars, conferences, etc. This would provide ATA with much-needed additional revenue.

• Exploring needs-based assistance on membership pricing for low-income members. Perhaps this could take the form of a stripped-down type of membership/services.

These ideas are incipient and will likely undergo adjustments before implementation, if approved by the Board of Directors. Members are encouraged to contact the Strategy Committee chair with their comments, suggestions, and feedback (john@milanlanguageservices.com). Also, check out ATA’s website for a full description of the committee’s charge.

Keeping Informed of Developments in Machine Translation

Another matter the Strategy Committee has looked at recently is in response to an article that Slator, an industry analyst for the global translation, localization, and language technology industry, published on their website, called “Unresolvable Ambiguity in MT Leads to Bias.” The key idea here is there are certain aspects of machine translation (MT) that artificial intelligence may never be able to solve; namely, certain types of bias. According to the article’s author:

“Unresolvable ambiguities are different from other occasions when the MT simply gets things wrong. No artificial intelligence (AI), however smart, can ever guess what you meant if there is no trace of it in the text. This means that we cannot fix MT bias just by improving existing AI. The only way is to ask the user to disambiguate manually.”

The significance of this topic to ATA and our profession is that AI-based MT is always going to have limitations that require human intervention, given the nature of language and inherent biases in the way these systems have been developed. Two members of the Strategy Committee have been interested and actively following this “bias” issue for some time now. We will be reviewing other articles and research on this subject, with the goal of sharing an opinion piece with the Board in the near future.

Tracking Industry and Technological Trends

In terms of keeping abreast of the latest developments in our field, members of the Strategy Committee have been attending a wide range of events, such as the latest gathering of the Association for Machine Translation in the Americas in Orlando, Florida. Committee members have also attended the two most recent SlatorCon Remote gatherings, which took place in June and September. The committee has reported to the Board on some of the relevant takeaways from these events, as summarized below.

The virtual event held in June was Slator’s seventh remote affair, which they intend to continue offering for the foreseeable future. Organizers noted that in-person events in many countries have reported 50% to 60% of their pre-pandemic attendance, although those figures vary considerably by region.

The language services outlook for the rest of 2022, Slator noted that our industry is “shifting gears” and as a whole is expected to slow down and be affected by the potential coming recession. That said, media and gaming localization are reportedly doing better than average. Language services and technology are projected to grow 3% year-on-year in this current reality, down from expectations of 5% growth at the beginning of this year.

Some of the reasons proposed for why language services have remained resilient in the face of economic turmoil include:

• The fact that language services aren’t overly correlated with the overall economy, which means that, in general, they tend to be relatively resistant to inflation.

• In many countries, language services—including language access—are optional, so businesses, the courts, medical facilities, etc., have to continue complying with regulations.

• There are pockets of new demand in the profession, such as gaming and dubbing content, which continue to grow.

• Our industry has been leading the way in expert-in-the-loop adoption of

Members of the committee represent both new and experienced translators/interpreters working in a variety of specializations.
Ai and related services, meaning that even when new technologies are being adopted, they have tended to include T&I professionals in the process.

- The startup ecosystem for language services-related businesses continues to thrive, even as funding for other types of companies has been drying up.

A few corporate trends mentioned included the fact that mergers and acquisitions have been slowing down, with funding becoming more selective. Recent investments in 2022 have focused on MT, auto-dubbing, health care interpreting, translation “earpieces,” and “tech-enabled” translation.

Moving outside of pure translation and interpreting, another trend having an impact on language services at large is disruptive natural language processing (NLP). Large language models are now being trained on larger scales, with big tech funding this development. Some of the ways in which this disruptive NLP is being used include summarization/paraphrasing, classification, and semantic similarity (e.g., Has this question been answered before?).

Looking ahead, growth in 2022–2023 in the language services market is expected to come from interpreting (video remote interpreting/remote simultaneous interpreting), content creation, language access services, transcreation, language technology, synthetic dubbing, and custom text-to-speech applications.

In September, Slator hosted another virtual event, which kicked off with the latest news about our industry. Language services companies (LSC) have seen their stock market valuations drop considerably, pretty much in line with the rest of the market, although in some cases our industry has done better than average. As mentioned earlier, there continues to be a slowdown in mergers and acquisitions, with many potential buyers taking a wait-and-see approach. However, deal-making activity seems to be continuing behind the scenes.

There haven’t been any mega deals this year, although plenty of moves have been made involving gaming, media, and interpreting businesses, with some LSCs buying “language-adjacent” technology. As noted at the June event, growth is forecast to be slower, with Slator’s conservative estimate through 2026 at around 2% to 4% year-on-year.

On the jobs front, the labor market in language services recovered considerably in 2021, a trend that has continued in 2022. Normally, there tends to be a decline in job offers at the end of the year, but Slator tracked a small decline (in September).

Going Forward

Shifting gears back to ATA internally, the Strategy Committee recently met during ATA’s Annual Conference in Los Angeles to discuss its plans for 2023, in addition to other initiatives. We’ll be sharing our progress with the Board and members in the months to come.

NOTES

1 A page dedicated to ATA’s Strategy Committee is on ATA’s website.
3 Proceedings for the main conference and workshops of the Association for Machine Translation in the Americas, Orlando 2022.
4 SlatorCon Remote September 2022 and SlatorCon Remote June 2022.

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Case studies are gold. They’re also underutilized in the T&I world.

Many people, including our clients, read reviews and success stories before investing in a product or service. And while testimonials are powerful, case studies allow you to tell the story of your clients’ successes as a result of working with you. When well-written, case studies can be very useful in marketing to potential clients.

**Case Studies as a Marketing Tool**

As translators and interpreters, we don’t often get to tell others about our work, at least not the finer details. Confidentiality clauses and codes of ethics make it difficult to discuss the specifics of what we do, but case studies can be a great solution in solving the issue of rarely getting to share our work with those who could potentially hire us.

Confidentiality clauses and codes of ethics make it difficult to discuss the specifics of what we do, but case studies can be a great solution in solving the issue of rarely getting to share our work with those who could potentially hire us.

By Madalena Sánchez Zampaulo
Talk to your client and ask if you can tell the story of how you worked together in the form of a case study. Many clients will be happy to oblige. In fact, they may even see a case study as an additional form of advertising for their own business or organization.

If you can’t think of a specific success story from a client that could eventually be turned into a case study, start collecting messages from your clients with compliments about your work. Once you receive a message that showcases a really spectacular outcome for a client, you’ll have the inspiration for the content you need to write a solid case study worth sharing.

**Understand the Format of a Case Study So You Can Write One**

The format of a case study is quite simple. Keeping in mind the client success story you plan to share, you’ll want to include some specific information, usually in this order:

- Information about the client’s business/organization (e.g., size, industry, what they offer, who they serve, how long they’ve been in business, their objectives).
- Context in the form of a pain point or challenge the client was facing before they hired you, including what might have happened if they hadn’t solved their challenge and any solutions they might have tried before.
- The client’s decision-making process, including how they found out about your services, who was involved in making the decision to hire you, and what they found important when making their decision.
- The solution you provided the client and how it met (or better, how it exceeded!) their expectations.
- How the solution worked for the client, including the overall message to share in your case studies is how you deliver value to clients.
any specifics on where or how your translation or interpreting helped solve their problem.

- The results your client found by hiring you to overcome their pain point or challenge (e.g., the positive outcomes your client experienced, such as saved time and money, whether their company became more competitive or well-known, etc.)

Once you have the main points of your case study format, it’s time to tell the story. Case studies vary in length, but if you’re planning to keep your case studies on your website, I would suggest making them fairly short, maybe 500–700 words. This will allow you to give enough details without losing your site visitors’ interest. You can use images or graphs to support your case study and break up the copy as well.

Finally, it’s a good idea to include a call to action (CTA) at the end of your case studies. A CTA prompts the reader to do something else on your website. For example, they could click a button that leads to your contact page where they can request a quote on their next project, or another page to read more about your services. Either way, the next step should be logical for the reader.

Learn to Write Case Studies by Drawing Inspiration from Others

If you’re unsure how to write a case study, start reading some from other industries and professionals who work with clients in similar ways. Getting inspiration from others’ examples can be useful to help you decide how to craft your own case studies. The overall message to share in your case studies is how you deliver value to clients. Look for this information in the case studies you read and decide how to convey this information to your ideal clients.

But What about Confidentiality?

Writing a solid case study doesn’t mean you have to break client confidentiality by sharing the actual content of your assignments. However, you should ask a client’s permission if you want to feature them and their success in a case study. Most clients are thrilled with this idea and will give you permission. However, if you’re working for a corporate client or even a mid-size company, you may have to get additional permissions from other departments or managers—like someone from the marketing or legal team. Don’t let asking for permission stop you. Case studies are really powerful. So, if a client responds with a “No, thanks,” just send a request to another one!

How to Keep Your Case Studies Fresh without the Overwhelm

When written with future clients in mind, your case studies can have a long shelf life. Once you have your first two or three case studies, try to add a new one each year, either to have more social proof on your website or the option to replace anything that feels outdated. In addition, it’s important to make sure your case studies reflect the type of work you want to keep doing for clients, not work that you would rather avoid.

Finally, don’t forget to share your case studies widely once you’ve taken the time to create them. They are an excellent way to market your services by sharing the value of professional translation and interpreting in context. Consider showcasing your clients’ success stories as:

- A simple page on your website.
- A file on LinkedIn (just upload a PDF) or an “article” you can pin to the top of your profile.
- A teaser post on social media with a link that leads back to the case study on your website.
- A few slides in a PowerPoint presentation.

The possibilities are endless!

Have you tried using case studies to market your business? Do you have any client success stories that would make great case studies in the future? Let me know!

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Courses that tackle the topic of translator rates are materializing rapidly, but disclosing what we personally charge as translators is extremely important in terms of raising general rates within the profession.

By Justine Raymond

Note: The following article is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors.

A recent conversation with a well-known translator about the general reluctance of people to talk about how much they earn got me thinking about the pervasiveness of poor remuneration in the translation profession. While seemingly controversial to point out the tendency for earnings to be on the paltry side in our profession, it’s not my intention to court controversy or be unduly negative. I fully acknowledge that there are many translators who earn decent money, even six-figure sums. However, it begs the question: Why, in an industry that is a $64.7 billion industry globally (with the U.S. accounting for approximately 40%), is the average translator’s income in the U.S. a not very lucrative $44,278 per year? (The Occupational Outlook Handbook, published by the U.S. Department of Labor’s Bureau of Labor Statistics, puts this number a bit higher at $52,330/year on average.) Of course, many translators earn far less, particularly those working in emerging economies. (Note: Because most freelance translators work for agencies, the direct client market will not be addressed in this article.)
Culture and Gender: Reasons Behind Lower Pay?

There are myriad reasons for lower pay in the language professions, so I won’t go into them in depth here, except to state the obvious: market forces dictate how much you can charge for your services, and ours is an oversubscribed profession, particularly for translators who have a common language combination.

In addition, and despite the naysaying, machine translation is getting better all the time and increasingly taking over quite a lot of the work, which means there are certain agencies that expect their translators to “post-edit” at an even lower rate! As if to compound the issue, the translation profession is comprised of mostly women. In terms of paid employment, 60% of women have never negotiated pay with an employer, and many women would rather leave a job than do this. Could this scenario be replicated in the case of female freelancers? It’s quite likely, but I merely wish to speak in pragmatic terms, without apportioning blame, because only by addressing the issue can we hope to combat it.

Another obstacle when it comes to tackling low rates might originate in cultural differences. I’ve experienced this myself when attending various courses run by both U.S. and U.K. translators, with the former generally being more forthcoming, casual, and willing to talk about money than the latter. Often, it’s considered impolite to talk about money in British and European circles, and it can be embarrassing and feel intrusive when someone asks about your rates, particularly if you suspect that you’re not earning enough or you’re not earning what you would like. Cultural ideas about money reflect what it means if you earn too much or too little, resulting in stigmas for both high and low earners. This could lead to unnecessary feelings of inferiority (e.g., What if you don’t earn enough to go on vacation?). Our profession can feel very elitest and class-conscious in this respect.

Moreover, most translators tend to have a more introspective, introverted nature and work as freelancers, so it’s difficult to get collectively and professionally organized around discussing money. Rates also vary and often depend on many factors, including subject matter, language combination, the level of formatting a document requires, etc.

Why Talking about Rates Is Good for Translators

It stands to reason that disclosing what we charge, particularly those translators who are higher earners, will increase awareness about rates among translators at every level. Lower earning translators can then use this knowledge to raise themselves up to a more economically equitable platform. However, there’s much reluctance to approach this topic of rates in our profession.

ATA Past President Corinne McKay, a well-known and reputable translator based in the U.S., writes coherently about a reluctance to talk about rates in one of her blog posts. Having taken a few of Corinne’s courses, I can vouch that she was never shy about broaching the topic of earnings and was the first translator to really open my eyes to a translator’s earning potential. She also didn’t just talk about rates in the general sense. Instead, she told you what she was actually earning. Other reputable translators have taken a bold approach and commit the rare, refreshing, but equally blasphemous act of advertising their rates on their websites for all and sundry to see.

Advertising your rates is a growing trend, and I’m seeing more of this on translator websites, particularly in the U.S. Of course, we’re not all aiming to be high rollers, and that’s okay (many translators are happy with moderate earnings), but wouldn’t being more open with each other about what we charge help to at least propel the discussion along and, as a result, aid in combating lower earnings and level the playing field in terms of earnings within the profession? Perhaps it’s time, then, to speak more honestly and openly about our own rates.

Higher Earners

Of course, it’s also true that many translators at the top of their game (in terms of being able to command large sums) are often very much “out there.” In other words, these translators are not shy about promoting themselves and often set up lucrative courses so other
Translators can perhaps learn the skills required to generate higher earnings and be just as successful. We certainly shouldn’t begrudge these high earners of the translation world. Clearly, they’re doing quite a few things right. While we should welcome insight into their working methods to hopefully raise the pay bar for everyone, we should also not poo-poo the realities, and sometimes hardships, of working in an oversubscribed profession with a common language pair. The attitude of “You just must not be marketing or working as hard as me” isn’t helping. Furthermore, coming out of the woodwork can be hard, particularly for a person who is extremely shy and/or introverted, shuns much of social media, and for whom networking or attending conferences is about as attractive as cutting toenails! Therefore, might more reclusive translators benefit if there was more talk from less reclusive translators about what they are charging?

As mentioned previously, what we charge depends on many factors. However, it’s astounding the number of times that questions concerning how much to charge crop up on translator forums. This indicates that, as translators, we often not only don’t know what others are charging for roughly the same type of work, but we don’t even know the potential amount we could be charging! Many a translator’s jaw has dropped when they learn what they could have been charging all along! Therefore, by encouraging more open discussion about rates at conferences, translator meetups, and professional seminars, we could more easily discover what people are charging and then seek to re-evaluate our own rates. This would give us more bargaining power in the negotiation process, not only with direct clients but particularly with agencies, where we’re often squeezed the hardest.

Resistance to Talking about Rates

There will be resistance to encouraging discussions about rates, with some arguing that there’s no such thing as a “going rate” in the translation profession (certainly for freelancers), and that rates are not comparable anyway (e.g., perhaps a novice wouldn’t have the confidence or ability to charge the same as an experienced translator). Also, some will say that freelancers should be able to charge what the heck they want. There could also be accusations of price fixing. I don’t dispute or refute any of this, but I would argue that there’s such a thing as a bottom fee for the profession, beyond which translators are selling themselves short and bringing the profession and their own unique language skills and training into disrepute, irrespective of being able to charge lower fees because they live in a country where it’s not necessary to earn big.

A counterargument to all this would be: Why should legal firms based in the U.K. or the U.S. get away with paying translators, say in Brazil, a pittance when these firms are raking in millions? You’re paying for deftness after all, regardless of the location. I do understand that, yes, it’s easier to negotiate fees when you’ve already built up some clout with clients and have a steady income; not so much when you feel like a tadpole in an overcrowded pond with lots of things to eat you in, above, and around it. Many novice translators have such low confidence that they sincerely believe the only thing they can compete on is price. However, charging low fees (certainly long-term) affects one’s self-esteem and distorts the way in which our profession is viewed by the wider world.

Disclosing Your Rates: When and How?

So, how can we start to feel more comfortable talking about money, specifically our money? Initially, I think experienced translators who are comfortable in their professional skin could organize more presentations, workshops, and courses wherein they not only discuss rates but disclose theirs. In many ways this is already happening, with Stack and online forums essentially functioning as the office watercooler for freelance translators and helping to normalize the discussion of rates. Online courses with such titles as “How to Raise Your Rates” and “Negotiating Rates” are also starting to appear more frequently. The less obscure and cryptic we are about our own rates, the more translators will know what ballpark figure they can set for a particular specialization or task at hand.

At the same time, however, we need to be aware that there are good reasons why some organizations discourage structured discussions concerning specific rates. For example, ATA has an Antitrust Compliance Policy that strictly complies with federal antitrust law in effect in the U.S. ATA’s policy regarding the discussion of rates was adopted by its Board of directors as a result of a U.S. Federal Trade Commission investigation in the early 1990s. A member’s conduct in connection with all ATA meetings and events must comply with antitrust law because penalties for violations of antitrust law can be very severe—not only for ATA, but also for its individual members. The good thing is that our profession is kinder and more open than many others in terms of sharing this type of information. Translators working in the same language combination will often refer one another to clients when they can’t take on a particular assignment and disclose their rate if asked. Networking as
a translator feels more personable and intimate as a result, meaning that our profession facilitates approachability and friendliness. As mentioned previously, advertising what you charge (or providing a summary of ballpark figures) on your website breaks down taboos and makes you stand out as a professional, especially because so few translators are doing this. However, while we should encourage more talk about rates among ourselves, we should remain tight-lipped with our clients. One of the greatest, yet simplest, tips I was given was to remain tight-lipped whenever a client was starting to quibble about the rate. Stand firm, don’t waver, remain quiet, and see what happens after you’ve quoted a fee. People pleasers will often try to attempt to justify the rate without realizing that the rate needs no justification. This tactic has worked time and time again for me. In essence, then, disclosing rates can be done at any time the translator feels comfortable, and can occur both manifestly (e.g., listing them on your website) and discreetly (e.g., during a one-on-one conversation at a conference).

Choosing Not to Disclose
If you don’t want to talk about what you charge, it doesn’t mean that you’re not a team player or letting your colleagues down. I personally don’t disclose my rates on my website because I mostly work with agencies (including those that specialize in the legal field), so haven’t thus far felt it necessary.

We must remain sensitive to those translators who simply don’t want to disclose their rates for whatever reason. After all, translators should feel absolutely zero compulsion to do so. It should be made clear from the outset that discussions about rates are not intended to pry, but to increase awareness and bargaining power among translators. Those who aren’t earning what they would like can always join in the discussion by stating what they would like to be earning in the future, with other translators helping to brainstorm so their colleagues might visualize achieving their income goals. I guess a rule of thumb here would be to wait until people volunteer the information while encouraging the more confident higher earners among us to disclose information about their rates at every viable opportunity.

Most translators tend to have a more introspective, introverted nature and work as freelancers, so it’s difficult to get collectively and professionally organized around discussing money.

The Future Is Bright!
Over time it’s hoped (sooner rather than later) that this increased awareness of potential earnings on the part of translators and the adoption by the latter of a similar “pricing strategy” will translate (pun intended) into a new reality for translators (i.e., no more working for peanuts). The news is bright for budding and experienced translators alike. Translation as an industry is set to grow exponentially on a global scale. What needs to grow alongside this is knowledge about earnings potential.

NOTES
4 Leonhardt, Megan. “60% of Women Say They’ve Never Negotiated Their Salary—and Many Quit Their Job Instead,” CNBC (January 31, 2020).
5 McKay, Corinne. “Secrets of Six-Figure Translators,” Training for Translators (November 12, 2008).
6 ATA Antitrust Compliance Policy.
How much time do you spend each day looking at some type of screen? Do you work on a computer, use a tablet to look up terms while interpreting, or spend long periods staring at your phone? Have you ever noticed a headache coming on while you work, or have your eyes started to feel dry and irritated? These may be signs your eyes have been working too hard.

Since the pandemic drove large swaths of employees and students to remote work and virtual learning, experts have stepped up warnings about the possible adverse health effects of ubiquitous screen use, especially for our eyes. The potential issues are manifold, encompassing digital eyestrain, headaches, neck or back soreness from poor posture, and a variety of short- and long-term risks associated with excessive exposure to the blue light emanating from all those screens.

Computers, LED televisions, phones, tablets, and even some modern light bulbs expose our eyes to increasing amounts of light on the blue end of the spectrum. Blue light triggers alertness in the human body. This can be a good thing at lunchtime when you have a full afternoon of work ahead. Working late, however, may make it difficult for you to...
Individual optometrists and ophthalmologists have shown concern about low macular pigment leading to eye problems, including:

- Decreased visual acuity (the ability to see clearly)
- Decreased contrast sensitivity (the ability to distinguish between lighter and darker objects)
- Light sensitivity (discomfort in bright light)
- Difficulty seeing while driving at night

Some studies have even suggested a potential link between lack of macular pigment and increased risk of age-related macular degeneration, a disease that causes vision loss in the center of your field of vision. Eye doctors can measure the macular pigment optical density (MPOD) in their patients’ eyes and counsel them on the use of supplements, special coatings on prescription eyeglasses, or special blue light glasses to help block some blue light from reaching and potentially damaging the retina.

The American Academy of Ophthalmology (AAO) believes that special lenses are unnecessary for reducing the amount of blue light reaching your eyes. The AAO agrees, however, that excessive use of digital screens is causing eye problems for many and states that blue light alone cannot be blamed. The way we use screens, holding them too close and staring at them for too long without blinking, can also cause several temporary problems classified together as digital eyestrain. Symptoms include tired or itchy eyes, blurred vision, dry or watery eyes, difficulty concentrating, and even neck or back pain from changes in posture while staring at the screen.

As translators and interpreters, we need to protect our vision if we want to work productively. Given the nature of our jobs, however, and our dependence on computers for everything from term research to remote simultaneous interpreting, avoiding screen use altogether is simply impossible. How can we strike a balance between using technology to work and avoiding health problems caused by overusing our eyes in the process?

### Thinking about ergonomics can help your back, neck, hands, and eyes.

**General Recommendations for Preventing Eyestrain and Blue Light Overexposure**

The AAO and independent eye care specialists suggest several measures we can take to improve our eye health while using digital devices. Consider whether any of the following steps may help protect your vision.

**Blink:** Sometimes people run into trouble with screens because they stare at them for too long. Even regular blinking can help prevent your eyes from drying out and becoming strained.

**Adjust Contrast:** Low contrast on the screen can make it difficult for you to distinguish text or objects from the background. This problem increases with age (the age of the translator, unfortunately, not the age of the screen). Using high-contrast settings can make it easier for your eyes to tell what’s what.

**Reduce Glare:** Glare on the screen will also increase the workload on your eyes. Adjust your work setup to reduce glare or invest in a matte screen filter.

**Adjust Your Position:** Thinking about ergonomics can help your back, neck, hands, and eyes. Be sure to sit up properly and try to keep the screen at least 25 inches away from your face. The distance will help you tolerate light from the screen better.

**Use the 20–20–20 Rule:**

Every 20 minutes, spend 20 seconds looking at something 20 feet away from you. Eye specialists often recommend this technique to help you give your eyes a chance to recover from staring at the bright screen. People who use the Pomodoro Technique to focus and manage their time or take regular breaks from work are also giving their eyes a rest when they give their brains some time off.

**Keep Lighting Consistent:** A bright screen in a dark room will cause your eyes to work overtime. Try to keep your screen brightness similar to the lighting in your workspace.

**Adjust Your Position:**

Thinking about ergonomics can help your back, neck, hands, and eyes. Be sure to sit up properly and try to keep the screen at least 25 inches away from your face. The distance will help you tolerate light from the screen better.
Use Artificial Tears: If your eyes get dry, a little bottle of artificial tears can provide instant relief.

Get an Eye Exam: If you’re working with an undiagnosed condition like myopia (nearsightedness), or if your eyeglass prescription is outdated, you may be squinting at the screen unknowingly. An optometrist or ophthalmologist can diagnose any problems, check your MPOD, and make recommendations for your eye health.

Use Computer Glasses: Some eye doctors will suggest the use of eyeglasses that help your eyes focus at the distance your computer screen normally sits from your eyes. These glasses are not the same as blue light glasses, which block blue light from reaching your retinas. The AAO says blue light glasses are not proven to help anyone and doesn’t recommend their use.

Try Supplements: If you have low MPOD, eating food high in lutein and zeaxanthin can help increase your macular pigment density. These foods include greens like kale or spinach and yellow and orange foods like corn or citrus. The American Macular Degeneration Foundation offers a helpful chart of foods high in lutein and zeaxanthin. If you can’t or won’t eat enough of these foods, supplements are also available.

Extra Tips for Translators and Interpreters
The specialized nature of our work calls for some specific measures to avoid straining our eyes. See if you can incorporate some of the following practices to give your eyes a break during the workday:

Keep Your Paper Dictionaries: Online access to dictionaries is convenient, but looking up words online requires you to stare at the screen. Give your eyes an occasional break by pulling your trusty old behemoths out from under your monitor and using them for their intended purpose.

Edit on Printouts: Many translators prefer to edit their work on paper because they catch errors more easily than they would on the computer screen. Editing on paper also allows your eyes some time away from the screen. The paper can then be shredded and recycled to keep your workspace clean and landfills less crowded.

Learn Touch Typing: If you never learned traditional touch typing and need to look at the keyboard and screen to produce a translation, try to learn this skill. You’ll be able to look away from the screen while you work, saving your eyes further strain. I even like to type with my eyes closed sometimes to give them a break.
Use Your Voice: Many translators prefer to dictate their translations using software like Dragon Naturally Speaking. If you read the source text on paper and dictate the translation, your eyes won’t have to work so hard.

Opt for Phone Calls Rather than Zoom or Skype: Use video conferencing when it makes sense, but if you don’t need to share screens or look at information together during your talk, using the phone may be the better option.

Try Add–Ins and Extensions: Device settings on computers, tablets, phones, and e-readers can be adjusted to increase yellow light and decrease blue light use. While these settings are helpful, you may want additional options. Blue light filtering programs are available in both free and paid versions, and browser add–ins can offer additional options while conducting online searches. Lately, I’ve been playing with Screen Shader, a Google Chrome extension that allows me to customize the pixel settings on most pages opened in my Chrome browser. Other add-ons may be available for Edge and Safari, and some programs can be operated in dark mode, which may be easier on your eyes over long periods.

These measures should help protect your eyes from digital eyestrain and potential damage like cataracts or age–related macular degeneration. They will also help regulate exposure to yellow and blue light, which can help you stay alert during the day and sleep better at night.

In short, paying attention to what you’re looking at will improve your life, both personally and professionally. You might improve your sleep patterns, improve your diet by adding foods high in lutein and zeaxanthin, protect your vision in both the short– and long–term, and make your working hours more productive by reducing strain on your eyes. While the jury is still out on some of the causes and effects of excessive screen exposure, especially those related to blue light, taking steps to protect your eyes from excessive strain can only help you in the long run.

Since the pandemic drove large swathes of employees and students to remote work and virtual learning, experts have stepped up warnings about the possible adverse health effects of ubiquitous screen use, especially for our eyes.

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4. Click here to learn more about the Pomodoro Technique.
5. Chart of Lutein and Zeaxanthin Concentration in Fruits and Vegetables (American Macular Degeneration Foundation).

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W hen we’re interpreting, we’re essentially “on stage” and performing for an audience. Sometimes it’s an audience of two: a doctor and a patient. Sometimes we’re in a courtroom with 30 people. Sometimes we’re at a conference speaking to 200 people. And sometimes we’re being broadcast live from a booth at presidential debates with millions of people listening to us.

In addition to all the linguistic aspects, our work involves performance. Thinking of yourself as an actor giving a stellar performance will help improve the quality of your work.

The Actor

A question I always ask during the presentations I give is what traits do good actors have? Without fail, these are some of the answers I get:

- They are charismatic and convincing.
- They pay attention to detail.
- They have pleasant voices and understand the importance of conveying the right tone and proper amplification.
- They control their body language.
- They have excellent memories.
- They learn their lines.
- They prepare for their roles.
- They are directable.
- They are confident.
- They have good stage presence.
- They sometimes have to ad-lib and think on their feet.

Now, which of these traits doesn’t apply to interpreters? The answer is that all the traits good actors have are also shared by good interpreters.

Be Daniel Day Lewis, Not Tom Cruise

There are certain actors whose personalities, characteristics, and mannerisms always outshine those of the characters they’re playing. It doesn’t matter if the movie is about a military lawyer, a bartender, or a spy; it’s always Tom Cruise you see. Likewise, when you hear that voice of wisdom, you know it’s Morgan Freeman. There are dozens of actors like this.

Now, compare them to an actor such as Daniel Day Lewis, who is famous for going beyond method acting and taking his preparation for roles to the extreme. For example, learning to speak Czech for The Unbearable Lightness of Being, remaining wheelchair-bound while filming My Left Foot, and learning to survive in the forest for Last of the Mohicans.

The result of his total immersion is a portrayal of characters who are completely different from one film to the next. You only see Hawkeye, or Abraham Lincoln. Daniel Day Lewis, the actor, is gone. What you see and what you hear is the voice of the character.

That should be the result when you interpret. Your mannerisms, tics, idiosyncrasies, and “personal voice” should disappear completely. Your audience should only hear the voice of the person you’re interpreting for.
Much like each character in a movie, every person we interpret for has a different voice. As interpreters, we have to honor their voice and be true to their style and how they wish to express themselves. To achieve this, it helps to imagine that each person you’re going to interpret for is a character you’ll play. Every assignment means a new role or roles. You may be playing the part of a sales executive one day and a defense attorney, judge, or hostile witness the next. Each person will have their own style, their own “dialogue,” and you’ll have to prepare for each one differently.

Rehearsing Your Lines
Imagine you’re going to be interpreting in a courtroom. The non–English–speaking defendant is relying on you to hear and understand the judge, the prosecutor, the jurors, the expert witnesses, etc. You’ll essentially be playing those parts. Have you studied your lines?

Each of the parties involved has prepared remarks. The judge has her litany. The attorneys have their arguments. The witnesses are going to talk about what they saw. They have rehearsed their lines. Have you also prepared for these roles?

For example, when the fingerprint expert takes the stand, you know she’s going to talk about “loops and whorls.” Did you research the terminology specific to the case so it’s on the tip of your tongue? Imagine you’re going to be testifying as the expert. How would you respond when asked, “What does your job entail? Describe your methodology and the instruments you use.” If you’re able to speak intelligently using the same terminology as the experts testifying, then you’re prepared to interpret. If, on the other hand, your response is more akin to “I use this thing to look at other things using a special tool and make my findings,” then you might need to prepare just a little bit more.

Wardrobe Check
A few years ago, I sent an interpreter out to cover a deposition. She arrived early and was sitting in the waiting area. There was another woman there who claimed to be an interpreter hired by one of the parties.

The attorney came out, glanced at my colleague, who was dressed in professional attire, and then glanced at the other interpreter, who was dressed in shorts and a t-shirt, and said, “We obviously don’t need two interpreters.” And then motioning to my colleague, said, “Please come in,” and dismissed the other interpreter.
The other interpreter could have been the most brilliant interpreter in the country. She could have had all the certifications and training required and may have done an incredible job. However, the attorney made a quick judgment call based on her lack of professional attire and chose my colleague to interpret. There were no other questions asked, no request for a summary of qualifications. The choice was made based on the interpreter’s wardrobe.

I’m sure this is not news to anyone reading this, but part of being a professional is dressing as one. As an interpreter, I’m usually working in courtrooms or at conferences, and so my professional “costume” is a suit. However, different situations require different “costumes.” Even though a suit is my go-to professional gear, it would be odd to wear one at a pre-op medical appointment, just as wearing scrubs to a jail visit would be. Bottom line: make sure you look the part for each assignment.

**Sound Check**

When we arrive for our assignments, what’s the first thing we usually do? We probably check the equipment. We make sure the microphone is working. We check the audio quality to see if we can hear. We check the batteries in all the receivers. But how often do we check our own “equipment” to make sure everything is running smoothly? Do we do vocal exercises such as tongue twisters to warm up, or do we just jump on the microphone and begin.

If I had to put a number on it, I would venture to guess that 90% or more of an interpreter’s work happens before they start an assignment. We work developing our languages, learning and mastering industry/field-specific terminology. We take classes on how to improve our consecutive, sight, and simultaneous skills. We develop our note-taking techniques. We try to gather materials specific to the assignment so we can create glossaries and learn unique terms. All that preparation can take days, weeks, or even years.

And it can be all for naught if, when the microphone is turned on, the audience can’t understand a word you say. If you mumble, stammer, or speak too lowly or too fast, or your words run into each other and everything comes out garbled, you’re not doing your job.

If you don’t have proper diction, good intonation, and can’t be understood, then all your effort, all your degrees, and all your years of study and certifications don’t matter. You’re hired as an interpreter because the client already has at least one person they can’t understand. They don’t need two.

Most professionals who speak for a living—from voice actors to opera singers to newscasters—warm up their voices and their facial muscles before every performance. If you’re thinking about the performance aspect of your work, you should probably do so as well.

**Stage Presence**

One of the keys to being a successful actor is stage presence. The same holds true for interpreters. People are not just focused on your words when you’re interpreting but are watching you and your movements.

Actors know that every movement communicates something. As the camera zooms in, a narrowing of the eyes can tell an entire story. A glance off camera can signal that something is happening in the distance.

When you’re interpreting, what’s your body language communicating? Are you slouching? Do you fidget and rock back and forth? Are you leaning on the edge of the witness stand? Do your hands and legs tremble when you’re speaking in front of a large group? Or do you have command of the “stage”? Do you look confident in the work you’re doing? Are you able to mask your facial expressions as you search to find a word? Or do you have a pained look on your face as you struggle to extract meaning from a speaker’s utterance?

A professional interpreter should be able to control their facial expressions and have a poker face when interpreting. Likewise, an interpreter who can’t stay still draws focus away from the person that the audience should be paying attention to.

When you’re on an assignment, from the moment you step into the room until the moment you leave, the audience will be noticing you and your body language. You must look and sound professional at every moment, not just when you’re actually interpreting.

**Stardom**

Although interpreting is a performance art, we, the interpreters, are not the stars of the show. We’re the supporting cast—the secondary support to make the real stars shine, allow their voices to be heard, and their messages be understood. We may never be awarded a Tony or an Oscar, but if we perform our roles well, we’ll help communication happen. We can allow the parties to do what they need to do, and hopefully we’ll get a callback to be in the sequel.

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Freelance Translator’s Client Reference List

Why?
A reference list is a bonus you might consider including in your application. Remember, everyone loves a good bonus. If a client says they’re satisfied with your work, take the opportunity to ask for a recommendation. Do it quickly after the work is completed and the client has expressed satisfaction. If you wait too long, for example, months or years later, a client may not remember you and your work performance. For example:

Dear X,
Thank you for your good feedback on my translation. I am at your entire disposal for any further translation requests.
Following our collaboration, I would like to include you in my reference list as someone who has a good knowledge of my skills and abilities in translation [Add language pair].
If you agree to be one of my references, I will include your name, title, and contact information on my reference list and keep you informed of potential employer contacts.
Please let me know if you are comfortable with this request and if there is any information I can provide related to it.
Feel free to contact me if you have any questions.
Kind regards,
[Your name]

If your client’s response is positive, how do you create the reference list and when do you send it?

How?
How do you create a client reference list? Personally, I opt for a simple document, letter style, that you can create with Word and then save as a PDF. What does it include? My contact details, the contact details of each client, and above all the language pair(s).

Knowing that sometimes a translator has several niches, I advise you to create several reference lists. A client who is considering your services as a marketing translator isn’t really interested in your experience as a legal translator.

At this point, respecting the time of a potential client or project manager is essential. They will need to have a clear understanding of how you can help them as a translator. So, the goal is to have references from different clients of your niche(s).

“The Business Practices” will alternate in this space with “The Entrepreneurial Linguist.” This column is not intended to constitute legal, financial, or other business advice. Each individual or company should make its own independent business decisions and consult its own legal, financial, or other advisors as appropriate. The views expressed here are not necessarily those of ATA or its Board of Directors.
When?

Sometimes translation agencies ask you for a reference list when you send your application, so this would be a good time to attach a copy. As far as direct clients are concerned, the best time is after first contact, via email, if you know the email address of your potential client. For example: “Please find attached my résumé that provides information about my experience and training. I also included a reference list of my former/actual clients…”

If you’ve made contact via social networks and the client asks you for more information, you can answer: “I would be happy to send you my résumé and a reference list of my former/actual clients…”

Shaping a Solid List Takes Time

Finally, in my opinion, it takes time to build a solid reference list of your clients. Happy clients can help you create this list, but the most important thing to remember is that you must have a reference list of former/actual clients “shaped” for future target clients.

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Is the Machine Translation Market Maturing?

One sign of a maturing industry or branches within an industry are companies that evolve to cater to that specific industry branch. When all kinds of companies and products rose up in the early 2000s to cater specifically to translators (I’m not thinking of translation environment tools here, but things like accounting tools, conversion apps, etc.), I took that as a sign that “we” had kind of arrived. We were important enough that companies could actually be sustained by building tools for us.

The machine translation (MT) space is so interesting when it comes to this. It’s not an accident that the names of most MT developers are not known primarily for building MT engines (think Microsoft, Google, Yandex, Baidu, Naver, Amazon, etc.). These are companies that might sell access to their MT services, but commerce alone likely wouldn’t justify the cost of building and maintaining them. In combination with the primary purpose of those companies—which in all these cases is strengthening their core product (most often their search engines)—it does make sense to build an MT engine and then sell it as an additional benefit of sorts.

There are exceptions, of course. While DeepL is as secretive as ever, I think it’s probably not far-fetched to assume that it’s now profitable. And companies like Systran, KantanMT, and a handful of others are also... well, at least surviving. The point is that despite the very large relevance that MT plays in most of our professional lives, very few products have become profitable.

There also have been many attempts to either automate the selection of MT, like the now-defunct FairTradeTranslation, or verify the level of post-editing, like the Swiss Post-Editing Score. The Translation Automation User Society (TAUS) has proposed many approaches to MT over the years that have usually eventually been abandoned. Nevertheless, I’m always interested when there are new products that try to approach this from a slightly different angle or, maybe more correctly, stubbornly try something again that hasn’t worked in the past.

Achim Ruopp is the founder and chief executive officer of Polyglot Technology, a small company that offers a product they call MT Decider.¹ Its premise is really quite simple, but it might be very helpful for some.

Most translators use MT in some way. Sometimes it’s the client who decides what engine to use, but sometimes it’s up to us. The vast majority of translators will then make a choice between the major available engines without any customization. (I know there are exceptions, but overall I believe that’s true.) Some translators have educated opinions on which engine is currently the best available

¹This column has two goals: to inform the community about technological advances and encourage the use and appreciation of technology among translation professionals.
Despite the very large relevance that MT plays in most of our professional lives, very few products have become profitable.

engine for the language combination in question, and if it’s a language combination like English>Spanish or English>German (or vice versa), those opinions may stay educated even over a period of time because the output quality of those large language combinations doesn’t change too much. This might be different for smaller language combinations. If, for instance, you work in Finnish, Lithuanian, or Kazakh, the output of the respective MT engines might vary significantly from month to month. Why? Because the corpora the engines are trained on are relatively small, and any addition might have a significant impact on the quality of the MT output in comparison to its competing engines.

Or let’s take another case. Say you run a midsize language services provider that often needs to work with 20+ languages for which you would like to use MT (in whatever capacity). Clearly, you don’t have the insight and knowledge about which engine is the best for each language pair. So, you can subscribe to quarterly reports that run tests on large MT engines (right now: Microsoft, Google, Amazon, and DeepL) that will provide a current readout on the quality of the output of said engines. Each engine and language combination are tested with two different evaluation systems: the, much maligned, BLEU (bilingual evaluation understudy) and the newer COMET (Crosslingual Optimized Metric for Evaluation of Translation), which itself is based on a neural system. These systems are not flawless in evaluating the output, but they’re able to detect changes from one report to the next, and that’s really what’s potentially interesting. (This is also something that’s otherwise unavailable unless you use a much more expensive system like Intento—which, I was recently told by Intento, really doesn’t focus on smaller providers any more).

As an individual translator, you can buy a quarterly subscription for $29 for two language combinations. As a language services provider, it’ll cost you $299 for all 48 available language combinations. You can see a list of the available languages and other information on the Polyglot Technology site I linked to on page 31.

There are still a few shortcomings I imagine Achim will eventually address. (For example, it’s not currently possible to do assessments of customized engines or specific domains.) But, again, if there’s an uptake in the system, I’m sure there will be improvements.

For show-and-tell purposes, you can download an English>French report from Polyglot Technology. If you just want to have one report but not subscribe, you can pay the first subscription fee, get the report, and then unsubscribe again.

NOTE
1 See www.polyglot.technology/p/mt-decider.html.

Jost Zetzsche is a translation industry and translation technology consultant. He is the author of Characters with Character: 50 Ways to Rekindle Your Love Affair with Language, jzetzsche@internationalwriters.com
Bilingual Review Files: A Productivity Aid or a Waste of Time?

Bilingual review files come in many shapes and sizes, but they all have one thing in common: they’re meant to facilitate the revision stage of a translation project.

As you can see in the example in Figure 1 on page 34, the bilingual review file consists of several columns. One column is reserved for the source text (the original content in a given language), another for the translation (in my case, English), as well as other columns for comments, status, etc. The number of columns and their purpose all boils down to which computer-assisted translation (CAT) tool you use, but the idea behind these files is fundamentally the same—to improve productivity and allow corrections to be implemented in the CAT tool working environment.

(Theoretical) Advantages

Presenting the translation in this manner is meant to increase productivity in the following ways:

One File, Two Languages:
The huge advantage of a bilingual review file is that you have both the original text and its translation in the same user-friendly file. This means there’s no need to create a folder structure or be constantly flicking between target and source documents.

Segmentation:
The text is segmented into digestible chunks (usually sentences) that are much easier to revise than big blocks of unfriendly text. However, the segmentation is dependent on how the text was segmented in the translation stage.

Not CAT Tool Dependent:
This means that revisers and translators don’t have to work with the same CAT tools, or even with a CAT tool at all in the case of the reviser, to be able to work together. This is because the text can be revised directly in the bilingual review file.

Track Changes:
Track changes can be used to show where the text has been amended, and this makes it easy for the translator or project manager to review the changes and either accept or reject them. Comments can also be added to the text without disrupting the layout of the document to add clarity to changes or provide additional information.

Implement Changes in the CAT Tool:
Once the revision stage has been completed, the translator can upload the changes into their CAT tool in a single step. The fact that this is so easy and quick to do lets the translator update their translation memories and termbases for future reference with ease.

Practical Experience

When I started working as a freelance translator, my first assignment was actually a revision task, but to my surprise the task didn’t involve a bilingual review file. I was simply sent two separate documents: the
source and target files. You can imagine my dismay. We have all this technology available to increase our productivity, yet it wasn’t being used. Alas, this wasn’t my call to make, and I decided to crack on with the task at hand.

I soon discovered from working with various clients that bilingual review files weren’t actually as common as I thought they would be. But I found this didn’t impede my productivity, but actually increased it! Now having carried out various revision tasks in this way, I’ve been able to reflect on why this is the case, and I’ve narrowed it down to one particular aspect: the top-down approach.

### Top-Down Approach to Translation

When it comes to translation, there are two approaches: top-down or bottom-up. Top-down basically means you start working with the document as a whole and then progressively work with smaller elements within the document. The bottom-up approach is the exact opposite, where you work with a very specific element and progressively look at the bigger picture. To explain how this is helpful, I’ll give you some examples.

**Formatting:** Working with a target document rather than a bilingual review file allows you to pay more attention to the overall format of the document. You’re able to appreciate the position of tables and images and how these may provide cues to help guide the reader through the text. This is something that is lost in a bilingual review file that only contains the text of a document.

I suppose the solution to this would be to read the source document alongside the bilingual review file, but this counteracts the advantage of only needing to work in one document. Also, depending on the size of your
The idea behind bilingual review files is to improve productivity and allow corrections to be implemented within the CAT tool working environment.

“Read Aloud” function in Microsoft Word. It rereads the text back to you, albeit in a rather robotic voice, but it lets you rest your eyes and use your listening skills for a change. (Just remember to look out for homophones!) I find that if I’ve been working with a text for hours on end, my eyes are liable to betray me and let me see what I want to see rather than what’s there. My ears, on the other hand, are not as forgiving when they hear something that sounds wrong. This helps me pick up on possible mistakes I may have missed before.

It should be noted, however, that bilingual review files are not ideal when it comes to the Microsoft Read Aloud tool, as it’s unable to distinguish between the source and target columns and will reread everything to you. Working directly in the target file avoids this problem, as the file is already monolingual.

The only disadvantage in this case is that if you’ve used track changes it will reread everything, including the original and the track changes, but you can choose when and where you use this tool throughout the text so you get the most out of it.

The Importance of Switching It Up

Before I bring this to an end, I feel like I should point out that my experience is based on working predominantly in medical and pharmaceutical translation in a limited number of language pairs, but hopefully it’s given you some food for thought to switch up your working habits every now and then, because you never know when you’ll find a more productive way of working. And if you’re interested in revising directly in the target file but you’re worried about updating the translation in the CAT tool, don’t worry. Most tools allow you to update the translation with an edited target document. You just might need to do a bit of alignment in the updating process.

NOTE


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If you have any ideas and/or suggestions regarding helpful resources or tools you would like to see featured, please e-mail Jost Zetzsche at jzetzsche@internationalwriters.com.
By now most people are aware that taking a practice test is a highly effective way to assess one's readiness to take ATA's certification exam. Each practice test is a former exam passage that's evaluated by a member of the same team that grades the actual exam, applying the same grading standards and methods. But unlike the exam, which is not returned to the candidate after grading, the marked practice test is indeed sent to the candidate, together with feedback. By closely examining the error markings and the input provided by the grader, test takers can get a good idea of the areas in which they need more work before registering for the exam.

Let's say you've taken this strongly recommended step before sitting for the exam—and your practice test arrives back with a failing score. What do you do now?

First, consider the score. A passing score on the exam (and the practice test) is 17 error points or fewer. If your score is, say, in the low 20s, you might be ready for the exam, and you just need to be a little more meticulous when testing. But if your score is higher than that—especially if it's 30 or higher—the chances are slim that you'll be able to pass the exam without further practical training or education. So, let's consider some options.

No matter what your score, you should certainly take a close look at the specific error markings on your test and try to identify patterns. When your marked exam is returned to you, it's accompanied by the Framework for Standardized Error Marking, which will help you identify these patterns. Are most of your errors “mechanical” (in the bottom section of the Framework), i.e., grammar or usage errors in the target language? Or did you have trouble understanding what’s going on in the passage could point to a need for further study of the source language. If you're having trouble with the transfer aspect, then targeted translator training may be in order.

But short of going back to school, there are plenty of other good ways to prepare for the exam, especially if your practice test score is relatively low:

- **Read**: Exam passages tend to present a progression of thought and reasoning, a writing style often found in, say, newspaper editorials or opinion pieces, essays, or magazine articles. So, find sources like this in your source and your target language and read them. This will help you get a better feel for the style and register you're likely to encounter on the exam, together with cohesive elements that writers use to advance their arguments.

- **Practice**: Spend time doing practice translations of some of your reading materials, and ask a trusted colleague to evaluate your work. Alternatively, you could set aside your practice
translation for a while and then back-translate it for comparison with the source text. This will reveal not only meaning shifts, but also ambiguities you may have unintentionally introduced in your translation.

- **Ask Around:** If you have colleagues who have passed the exam, ask them for tips about how they prepared.

- **Join a Study Group:** In some language pairs, ATA members have formed study groups in which individuals critique each other’s work and lend mutual support. Candidates who have participated in these collaborative efforts tend to perform better on the exam. If no such group exists for your language pair, consider starting one.

- **Attend Conference Sessions:** Each year at ATA’s Annual Conference, sessions are offered on preparing for the exam in some specific language pairs. Occasionally these sessions are offered at chapter gatherings as well. If a session is offered in your pair, this is a great way to get an inside look at the exam and hone your skills.

- **View Webinars:** Can’t make it to the conference? Check out webinars focusing not only on the certification exam itself, but also on improving your translation performance in general.

- **Leverage the Website:** ATA’s website has a wealth of information about how errors are
While performance on the practice test is somewhat predictive of how you’ll fare on the exam, a failing score doesn’t have to be the end of the story.

marked and what the error categories in the framework mean. Having a clearer understanding of how graders approach your work will give you a leg up in the exam.

- **Read this Column:** Almost every issue of The ATA Chronicle features content about the exam, much of it extremely helpful for prospective candidates. For example, a recent article addressed at length the age-old question of how “literal” or “free” a candidate should be in their translation.

After all this, if you believe you’ve improved enough to try the exam, consider first doing another practice test. Most language pairs offer two or three practice tests, so consider taking full advantage of that. While performance on the practice test is somewhat predictive of how you’ll fare on the exam, a failing score doesn’t have to be the end of the story. If you harness your resources and persevere, you might just make it to the finish line and ultimately earn ATA certification.

### NOTES
1. ATA Framework for Standardized Error Marking.
3. See ATA’s website for an explanation of how the exam is graded.

**David Stephenson, CT** is chair of ATA’s Certification Committee. An ATA-certified German>English, Dutch>English, and Croatian>English translator, he has been an independent translator for over 30 years, specializing in civil litigation and creative nonfiction. He was the 2022 recipient of ATA’s Impact Award. david@bullcitylang.com
The member-exclusive, ATA-endorsed Professional Liability Insurance Program protects translators and interpreters against claims-related errors, omissions, and/or negligence arising from their professional services. This comprehensive solution, commonly known as errors and omissions liability insurance (E&O), covers defense costs and settlements and provides a valuable layer of additional coverage that includes:

**Coverage for a Broad Definition of Translation/Interpreting Services**
Covers nearly all activities relevant to a translator or interpreter, such as editing, publishing, proofreading, printing, and computer software localization. Also covers the transcription and editing of documents that have been translated by another translator.

**Coverage for Contingent Bodily Injury and/or Property Damage**
Covers errors in rendering translation/interpreting services that result in bodily injury and/or property damage. These types of claims are typically excluded by generic professional liability policies.

**Coverage for Fines and Penalties Associated with HIPAA/HITECH Violations**
Covers fines and penalties as specified in the HIPAA/HITECH Act assessed against third parties who make a claim against you for indemnification or contribution for such fines or penalties.

We also have options for a stand-alone cyber liability and general liability (GL) policy. We make the process of finding the right professional liability insurance coverage as quick and easy as possible.
Better than ever

What does it mean that Trados now comes to you from RWS? Simply that we're in an even stronger and more stable position to bring you the innovation you expect.

Our mission remains the same

We'll continue to develop the market's leading translation technology. From desktop to cloud, Trados will give you the flexibility to work the way you want. But more than that, we'll help you make the most of the technology.

With you every step of the way

Our people – our greatest asset – are dedicated to helping you meet the challenging demands of a digital-first world. We've been supporting the translation industry for more than 35 years, and our commitment to doing so is as strong as ever.

Have questions?
Then why not get in touch:

rws.com/letstalk
trados.com/letstalk