



# **TaaS**

**Terminology as a Service**

**Project no. 296312**

## **Deliverable D 5.10 Dissemination TaaS Workshop 2**

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**EXECUTIVE SUMMARY**

This document briefly summarises D5.10 TaaS Workshop 2 (TAUS TaaS Workshop) and covers the event preparation.

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## Introduction

TaaS Workshop 2 will take place on 4 June 2014 as TAUS TaaS workshop – a half-day track at the pre-conference day of the Localization World Conference in Dublin. The choice of the Localization World Conference as a hosting partner for the TAUS TaaS workshop is justified by the fact that it annually attracts more than 600 participants and is one of the most attended events in the industry.

Following TaaS Workshop 1 (CHAT 2013) and together with Web marketing campaigns, TaaS workshop 2 will support the following project objectives:

- Generate on-going traffic to the TaaS platform;
- Encourage registration to the TaaS platform;
- Showcase the TaaS project and report to the audience about its outcomes by the end of the period of the grant demonstrating the latest version of the TaaS platform.

## Target Audience

Following the success of TaaS Workshop 1, we focused on the same target groups. This approach allows us to build the strong brand identity and familiarity among the publics that expressed their interest to the TaaS platform and services in the past. We are positive that the representatives of these target groups are also the best ambassadors for the TaaS platform.

- Language workers (technical writers, terminologists, editors, language learners, and others);
- Providers and users of MT systems;
- Professional translators and SMEs in the translation and localisation industry using computer-assisted translation system users;
- Developers of CAT tools for the language industry.

On 31 May 2014, there are 41 registrations, including representatives from Amazon, Microsoft, Cisco, Symantec, and others.<sup>1</sup>

## 1. TaaS Workshop 2: Promotional Dissemination (M20-24)

During the consortium meeting in Amsterdam in February 2014, partners verified the objectives of the upcoming TaaS Workshop 2 in accordance with the overall progress of the TaaS project. The consortium agreed on the preliminary action plan to reach the maximum exposure for the event that would be used to attract new users to the TaaS platform and to build loyalty among its current users.

### 1.1. Online Campaigns

From February 2014, we started active promotion activities related to TAUS TaaS Workshop. We employed social media channels for greater exposure of the event and the TaaS platform. Periodical updates were widely spread via Facebook, Twitter (see Figure 1 as an illustration to our social media activity), Google+, and the following LinkedIn groups:

- [Translation Automation](#) (with its 3,410 members);
- [Terminology](#) (with its 3,309 members);
- [Terminology Services](#) managed by the TaaS project (with its 717 members);
- [Localization and Globalization Fusion Society](#) (with tis 5,084 members);

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<sup>1</sup> According to the registration form of Localization World.

- [GIIN](#) (with its 9,128 members);
- [Association for Terminology and Knowledge Transfer](#) (with its 125 members);
- [Terminology](#) (with its 3,730 members);
- [Translation & Localization Professionals Worldwide](#) (with its 11,540 members).<sup>2</sup>

We promoted TAUS TaaS Workshop and the TaaS platform on the following Facebook groups:

- Translation21Century (1,450 members);
- Rosetta Foundation (1,350 members);
- Localization World Conference (1,407 members);
- Localization Institute (118 members);
- Terminology Coordination Unit of the European Parliament (3,072 members).<sup>3</sup>

All the consortium members were encouraged to use their communication channels to stimulate the peer participation at TAUS TaaS Workshop.

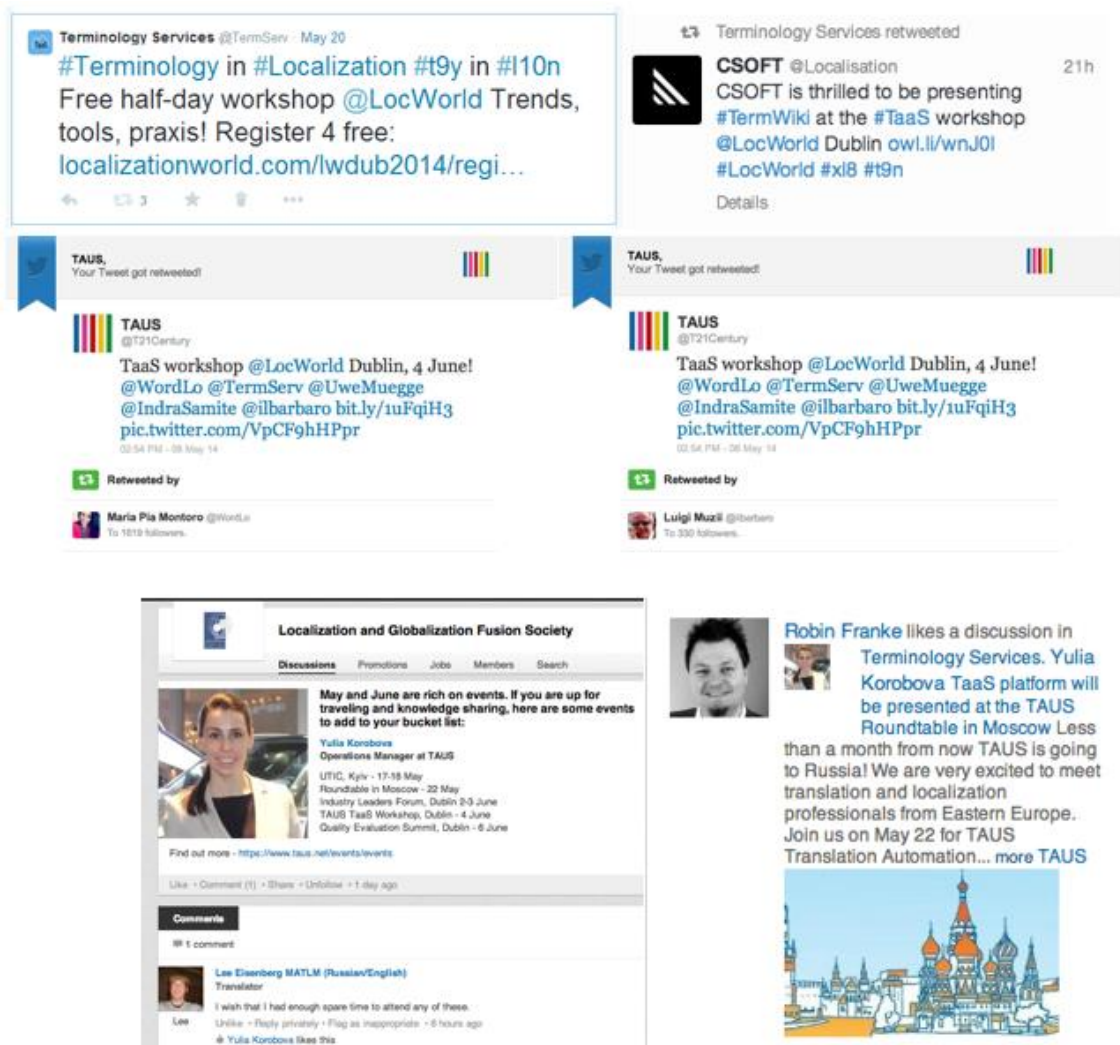


Figure 1. TAUS TaaS Workshop on Social Media

<sup>2</sup> LinkedIn data from 08-05-2014.

<sup>3</sup> Facebook data from 09-05-2014.

During our preparation to TAUS TaaS Workshop, we approached a number of industry professionals specialising in terminology via personal emails. Industry peers were positive about our initiative. The Survey Monkey service was used to collect the speaker proposals. At the end of April 2014, we made the final selection of the most interesting presentations that were used to form the programme of the workshop (See Appendix 1: TAUS TaaS Workshop Programme).

Organisers of the Localization World event sent a number of mailings announcing the programme of the pre-conference day (See Figure 2).



#### Preconference Program, 4 June

The [preconference program](#) is filled with full and half-day seminars and working groups, round table discussions and more. Here are some that may be of special interest:

##### [Translation Quality Evaluation Summit](#)

This workshop explores the four main topics of increasing interest for translation quality evaluation (QE): sampled selection, quality estimation, outsourcing and crowdsourcing.

##### [FEISGILTT Federated Track](#)

The FEISGILTT Federated Track will offer live demonstrations from content analytics, data and quality assessment such as DBpedia and a Falcon project demo in an interactive morning session.

##### [TAUS TaaS Workshop](#)

This round table is for consultants who want to share experiences and ideas, explore bigger opportunities together and discuss challenges and opportunities.

##### [Consultants Round Table](#)

This workshop is a highly interactive session for researchers, software and service companies as well as practitioners to share their experiences with the practical application of terminology in translation and localization workflows.

##### [Getting Started on Your Global Content Strategy](#)

This workshop addresses how to evaluate your documentation set and processes for effectiveness, reuse, metadata, content componentization, internationalization, terminology and other issues so you can develop an effective global content strategy.

##### [Professional Development Initiative](#)

There is an emerging consensus in the localization industry that a focused effort is needed to proactively create and manage the supply of professionally trained staff. This session constitutes the launch of the Professional Development Initiative and we invite people interested in collaborating to get in touch with us to join the effort.

##### [Localization Sales and Marketing Round Table](#)

Bring your sales and marketing challenges to this panel of experts and listen to their suggestions and potential solutions, LIVE! It will be an open consulting platform with experts in sales, sales management, sales training, marketing and public relations.

#### Main Conference Program, 5-6 June

With nine tracks, our [main conference program](#) features sessions for professionals of all levels from many industries.

**NOTE: The GoodPeople Career Fair Has Been Cancelled**

**Figure 2.** TAUS TaaS Workshop in the Localization World newsletter



## 1.2. TaaS E-bulletin

On 9 April 2014, we sent the TaaS e-bulletin “Terminology in Localization” to 7,951 selected contacts from the TAUS database (see Figure 3). The bulletin officially announced TAUS TaaS Workshop, registration to the event, and the call for speaker proposals.



### Terminology in Localization

#### **NEW! TAUS TaaS Workshop, hosted by Localization World**

*(4 June 2014, Dublin, Ireland)*

[Localization World](#) is the leading conference for international business, translation, localization and global website management. This year at the pre-conference day of Localization World in Dublin [TAUS](#) and [TaaS](#) organize a free, highly interactive session for researchers, software and service companies, as well as practitioners, to share their experiences with the practical application of terminology in translation and localization workflows.

#### ***What to expect?***

- Crisp use cases from companies and practitioners on terminology in localization and current trends.
- Official presentation of the new Terminology platform -[Terminology as a Service](#).
- A highly interactive panel discussion.

[Call for Proposals](#)

[Registration](#)

Figure 3. TaaS E-bulletin

### 1.3. Website

TAUS TaaS Workshop got a dedicated menu sections on the TaaS project public website. Website visitors can find information about the workshop objectives, programme, and logistics. To support the TaaS promotional activities, TAUS TaaS Workshop was also listed on the TAUS website (see Figure 4).

Figure 4. TAUS TaaS Workshop on the TAUS website



### 1.4. Collaterals

Prior to TAUS TaaS Workshop, we designed a digital poster to promote the event in our online communications (see in D5.7 Final leaflet and poster). We also produced an A4 version of the poster for distribution during the LREC 2014 conference on 26-31 May 2014 where the TaaS project would participate in the EU Project Village and pre- and post-conference workshops (see Figure 5).



Figure 5. TaaS Workshop 2 poster

All the presentations given during the TAUS TaaS Workshop will be publicly available on the TaaS project website in June 2014.

## Appendix 1: TaaS Workshop Programme<sup>4</sup>

09:00 / **Welcome.**

*Andrejs Vasiljevs, Tilde*

09:10 / **Terminology as a Service**

*Indra Sāmīte, Andrejs Vasiljevs, Tilde*

During this presentation, you will know about the cloud terminology services “TaaS: Terminology as a Service” established within the EU-funded TaaS project. TaaS provides the following user-friendly, collaborative, and multilingual terminology services for translation and localisation businesses among others:

- Search terminology in various sources
- Identify term candidates in your documents and extract them automatically
- Look up translation candidates in various sources
- Refine and approve terms and their translations
- Share your terminology with other users
- Collaborate with your friends & colleagues
- Use your terminology in other working environment

TaaS is available for open Beta testing at [termunity.com](http://termunity.com) – enjoy it for free!

You can use it online or in your translation environment. Our hottest news – TaaS is integrated with memoQ 2014 to be out in June!

09:40 / **Active terminology prompting for SEO and web site translation**

*Ioannis Iakovidis, Interverbum Technology*

This is an update regarding the EU-funded FALCON project, which provides a web-based platform integrating commercial tools Easyling, XTM Cloud and TermWeb with Moses core-based SMT from Dublin City University and the use of linguistic linked data in localisation workflows through a schema provided by Trinity College Dublin. The platform is compliant with Linport and other currently promoted standards.

10:10 / **TermWiki Pro: A terminology management system designed from the ground up for web-enabled collaboration**

*Uwe Muegge and Carl Yao, CSOFT International*

A TaaS-based terminology management system, such as CSOFT’s TermWiki Pro, stores terminology information in a central location in the cloud, allowing all content stakeholders such as editors, validators, translators, and reviewers to access the same set of data. Any changes made to a term are immediately available for others to use in their own projects. Managing terms from inception to validation to translation and beyond typically involves many contributors – including terminology stakeholders on the client side. Just sending notifications to terminology stakeholders and keeping them all on the same page can take up a lot of project management time. This

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<sup>4</sup> Available on the project website: <http://www.taas-project.eu/index.php?page=terminology-as-a-service-workshop-2014>.

presentation illustrates how TermWiki, a system designed for web-enabled, collaborative terminology management, can be configured to take a term through the main stages of its development without manual intervention from project managers.

10:40 / **REFRESHMENT BREAK**

10:50 / **Term Mining and Terminology Management in a Corporate Setting Perspective**

*Luigi Muzii, sQuid*

The time spent looking for and not finding information cost an organisation a total of \$6 million a year, not including opportunity costs or the costs of reworking existing information that could not be located. Only 41% of localisation-mature organisations have some terminology management policy in place, almost solely translation-oriented. Today we will talk about how terminology management works, demonstrate its power, through controlled languages, ontologies, search engine applications, content and knowledge management applications, and e-learning systems.

11:20 / **Terminology Trends: first-hand experience as a blogger.**

*Maria Pia Montoro, Intrasoft international, Terminology Blogger at WorlLo*

Maria Pia will tackle the terminology trends and share some interesting examples from her professional experience as a blogger: 1. Communicating about terminology by using social networks; 2. Social networks as available data for carrying out terminology research, in particular for monitoring language changes such as neologisms. More and more researchers are beginning to work on projects consisting in analysing tweets to catch the next most popular word. 3. Websites are made of content and terminology is the critical part of the user experience. 4. Managing and sharing terminological data: cloud-based collaborative and social platforms. 5. The subject field of terminology is overwhelming, so some websites provide terminological resources in few clicks.

11:50 / **Terminology as a Service: Present and Future (discussion and wrap-up)**

12:30 / **Closure**