



Interpreting and Events

Milan, 2017

A large, diverse crowd of people is shown from behind, filling a large hall or arena. The people are mostly seen from the back of their heads and shoulders, looking towards the front of the room. The lighting is warm and focused on the crowd. In the upper left corner, there is a red speech bubble with white text.

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We make your international events more effective

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The **Dotwords Interpreting and Events** division helps companies **plan and run innovative multilingual events**, broadening their accessibility and enabling their content to be directly experienced before, during and after.

Over the years, the external professionals and partners who work with Dotwords have developed **extensive experience in international events**.

Objectives:

- *ensure full understanding*
- *guarantee effectiveness, even in the most specialized situations*
- *capture attention*
- *extract stories and personalities*
- *distill key concepts*
- *foster sharing*
- *maximize return over time*

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We can create high-impact live events, as well as new forms of pre- and post-event engagement. This has important **benefits for content, which:**

- becomes more interesting and immediate
 - is easier to understand and recall
- fosters interaction that continues over time

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We have developed a **set of tools for multilingual events** combining made-to-measure planning, authorial skills and innovative technologies.

1. interpreting
2. live mind mapping
3. video services
4. proceedings with the speaker presentations

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1. INNOVATIVE INTERPRETING SERVICES | SPECIALIZATION

The Dotwords team of interpreters serves companies and organizations for **any language combination**, in every area of the world, at any time.

Thanks to highly detailed profiling of the specializations available, the **most appropriate professional** is designated for each working situation or subject covered, over the whole range of interpreting services:

- ✓ simultaneous
- ✓ consecutive
- ✓ bilateral
- ✓ business negotiation
- ✓ chuchotage

Dotwords provides all the necessary **technological infrastructure** (cabins, mixers, earphones, video projectors, etc.)

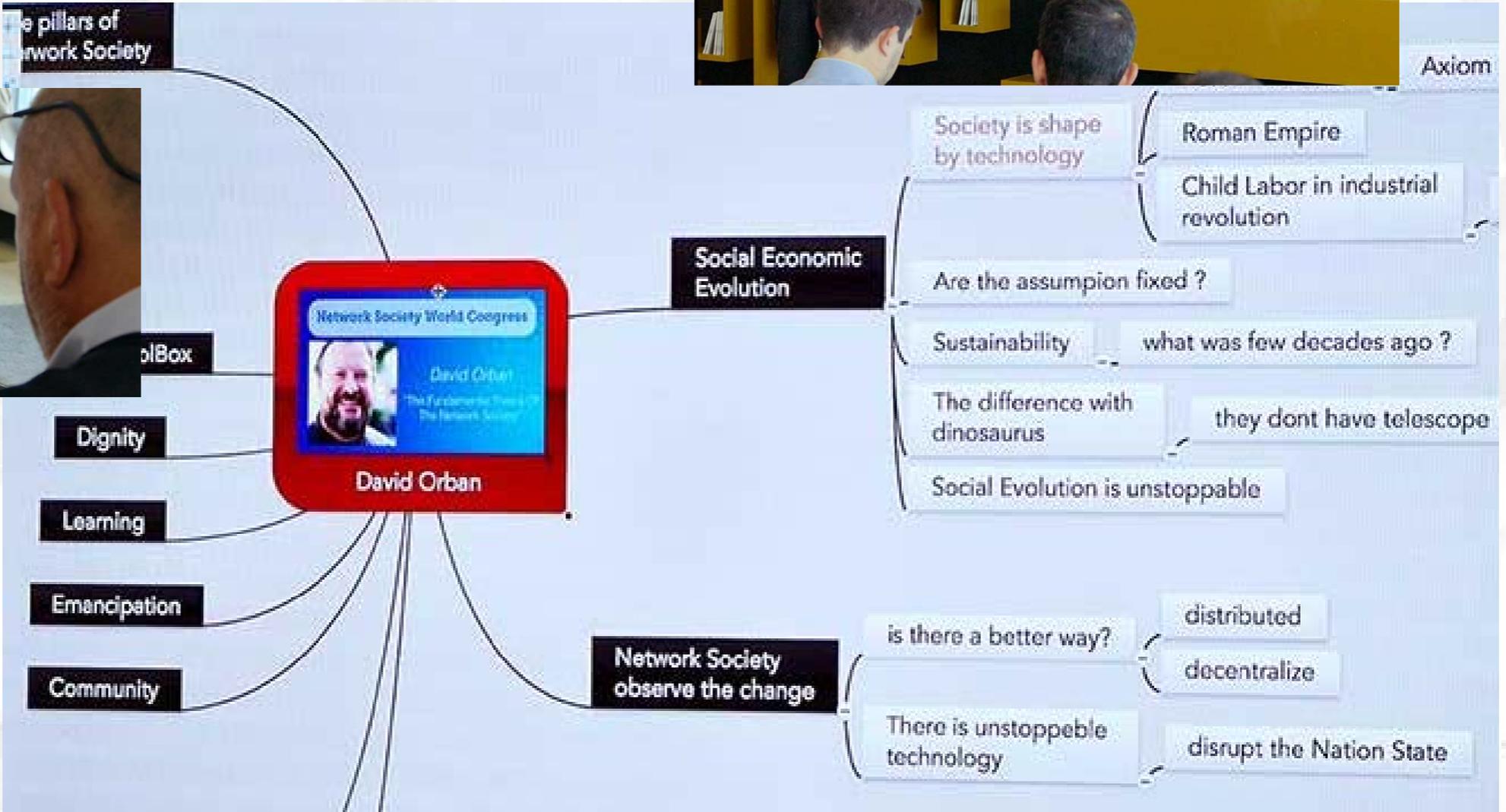
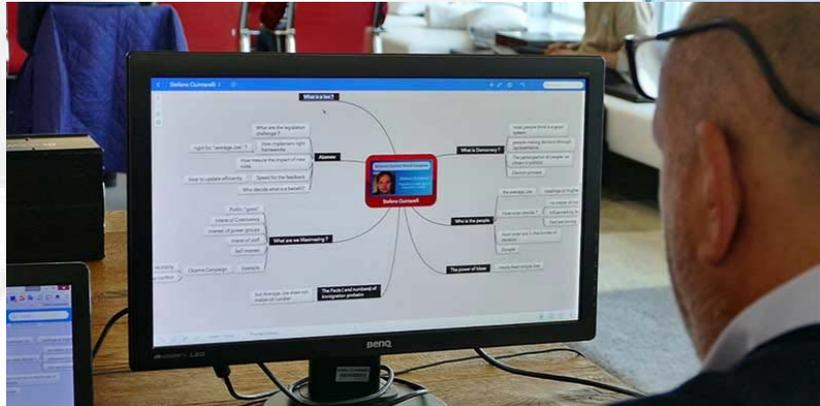
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1. INNOVATIVE INTERPRETING SERVICES | OFFER

- ✓ **simultaneous**: the interpreter works in a soundproof booth, listening to the speaker on an earpiece and simultaneously translating their words into a microphone for the listeners
- ✓ **consecutive**: the interpreter translates aloud as the speaker's words are delivered in short sections, to allow the audience to understand what they are saying
- ✓ **bilateral**: the interpreter works for two interlocutors, or teams of interlocutors, translating in both languages
- ✓ **business negotiation**: the interpreter is a member of the negotiating team during business meetings and drafting of contracts, where their in-depth understanding of the parties' cultural backgrounds is a key factor
- ✓ **chuchotage**: from the French "chuchoter," meaning to whisper, this is a variation of simultaneous interpreting: the interpreter stands next to the listener, translating the speaker's words in a low voice

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2. LIVE MIND MAPPING



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2. LIVE MIND MAPPING | WHAT IS IT?

Mind maps represent content and content links, using a “**radial**” **model** of images and connections reflecting our brain’s reconstruction of reality.

LIVE MIND MAPPING is a technique employed by an expert Mind Mapper to create **in real time** – during a presentation, a keynote speech, a round table – **a mind map of the contents being delivered**, in Italian, English or other languages.

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2. LIVE MIND MAPPING | PRODUCTION

The construction of the map is **projected on screens** in the event location and **made available to a wider public through a streaming channel**.

The map is created dynamically, crystalizing the key content of the speaker's paper or providing an overall vision of a debate, and keeping track of contributions and issues as they emerge.

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2. LIVE MIND MAPPING | DISTRIBUTION

The final version of the mind map is made **available** – in the form of a navigable map and in Pdf format – on the **social channels, website or hard-copy documents of the organizers.**

A **post-production** session may be organized, to enhance the document with content and images and translate it into any language.

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3. VIDEO SERVICES



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3. VIDEO SERVICES | SPECIALIZATION AND OFFER

We are supported by **partner companies that specialize in high-quality video production**: a team of communication experts – who identify key messages, edit scripts and conduct interviews – work with a team of videomakers to shoot and edit the video, coordinated by a director and producer.

- **Event reports**: today, videos of corporate events are essential, not only for documentation purposes but also to make the most of the visibility opportunities on social media and the web
- **Backstage**: frequently shared spontaneously, backstage videos are clips that present an experience or activity from “behind the scenes”
- **High-profile video interviews**: teams of specialists – directors, journalists, writers, technicians – identify key issues and personalities at events, to make them the protagonists of high-impact videos

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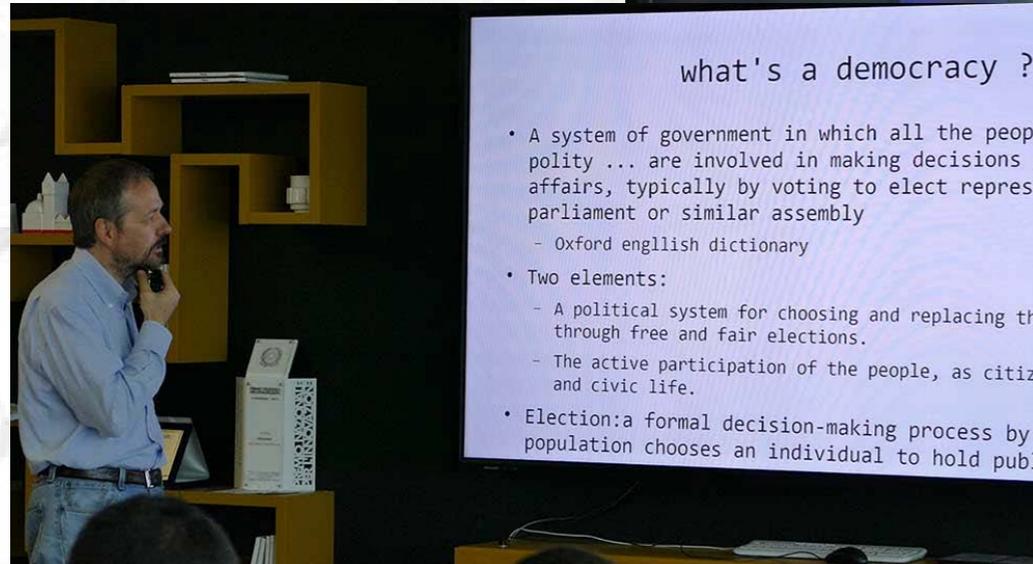
3. VIDEO SERVICES - CAPTIONING

During video post-production, **multilingual captions can be added to interviews**, thanks to the Dotsub patent for which Dotwords is the exclusive partner in Italy and a preferential partner in Europe. This allows the video **soundtrack to be indexed on Google** and the main search engines.

The service is **extremely fast and costs from 5 to 10 times less than traditional captioning methods**.

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4. EVENT PROCEEDINGS



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Using latest-generation technology, Dotwords has developed a **new content collection method to replace the now outmoded “conference proceedings”** approach, enabling papers to be combined very fast and with extreme accuracy.

With the captioning technique, the **verbal delivery** of the speakers is put in sequence, **transcribed** and **edited**, to produce an **instant e-book**.

In this way, the event content can be quickly returned to the participants, in digital format and translated into all required languages, so it can be shared on the social networks, broadening the potential audience to include everyone, all over the world, who might have an interest but was unable to attend.



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Any Word Any Language



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