

The Geo Global Communications Conference October 11, 2017 - Sheraton, Madison



The Geo Group is holding a complimentary one-day conference for global communicators. Wisconsin business professionals share their advice in a speaker and roundtable environment. Bring your biggest challenges to share.



Doug Lawrence
International
Sales Consultant

This complimentary conference includes

breakfast, lunch and an ice cream bar. [REGISTER NOW!](#)

GOOD THINGS HAPPEN WHEN...we share
we learn
we network

We are pleased to announce the return of Doug Lawrence... His success in helping organizations grow internationally is grounded in over 2 decades of direct international selling experience of language services and related technologies, and his interest in language, cultures and travel. His background includes international selling and management, training, consulting, speaking globally, and post-graduate lecturing.

SESSIONS

8:00 - 8:30 Registration, continental breakfast

- ❖ **Doug Lawrence: How to work with International Clients**
- ❖ **Chasing the Unicorn. Best Practices for Successful Translations**
- ❖ **Managing Revisions in Multiple Languages**
- ❖ **The International Imperative: Driving SME Wisconsin Exporters**

ROUNDTABLE

AFTERNOON SESSIONS

- ❖ **Doug Lawrence: Improving Your International Online Presence**
- ❖ **Translation and Regulatory Approvals**
- ❖ **Using Translation Services in Video Production**
- ❖ **Attendees select the topics for the roundtable discussion**

ROUNDTABLE

SPEAKERS



Nicole Thomas
Rite-Hite Holding
Corporation

“Chasing the Unicorn.”

Best Practices for Successful Translations

Let’s talk about, 'What to think about', 'What to ask' and 'What to do'... *before* handing off your files for translation. See examples of ‘prep work’ and ‘lessons learned’ that you can use to develop those elusive best practices.

[**REGISTER NOW!**](#)



Pat Hunkins
Generac Power Systems

Managing Revisions in Multiple Languages

There are many tedious steps to inserting document revisions and updates. Learning how to flag revisions, set up files, update TM's for future projects and working with your translation agency to get the job done for regulatory approval will generate a lively discussion for the interactive roundtables.



Brad Schneider
Wisconsin Economic
Development
Corporation

The International Imperative: Driving SME Wisconsin Exporters

The success of Wisconsin's small and medium-sized businesses is essential to the economic prosperity of the state, and one of the keys to economic growth of small and medium-sized businesses lies in exports. Companies engaged in international business are more stable, achieve higher growth rates, are more innovative and pay higher wages in comparison to their counterparts who only sell domestically. Wisconsin companies need to get aggressive, get purposeful and get global!

[REGISTER NOW!](#)



Butch Riddle
Merz North America, Inc.

Translation and Regulatory Approvals

Regulatory requirements for different countries involve the interactions of different departments in global companies. This session will take you through the documentation process for gaining approval for new and existing products.



Matt Cowden
Mirror 34 Productions

Using Translation Services in Video Production

There are many questions to ask when preparing an estimate or quote for a new voice-over or subtitling project. What important information and files need to be sent to the translation agency? What information do you need to get from the production agency client to make sure all information can be communicated for a quick estimate or proposal? In a case study narrative, learn how to organize source files to meet production goals and objectives?

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