

04: Bad Translation Is Like Bad Coffee

Your research prize. I tend to wrap people quite a lot. So you're Italian. Now relevancy my hands. Can you.

I must admit, I haven't actually checked that establish freelancer yet. Just because I really don't want to know how unstylish I am, that's thing. I spent the last two and a half days indexing my book of my own, and I'm glad to be able to talk to human beings.

Well, let's get going then.

This is Troublesome Terps, the podcast goes boldly where no podcast has gone before on the virtual current work for today's show, we have the classically groomed and ever stylish Alexander Drechsel.

Thank you so much. It's great to talk to you. Hi there.

And I am the impeccably styled. Of course, Jonathan Downie. And yes, you're right, that T-shirt does look really good on me this evening. Today, we have a very first special guest on the Troublesome Terps podcast. She is the marketing virtuoso to the translation and interpreting industry's fashion maven and branding connoisseur, Valeria Perito. Welcome to the Chicago area.

Hello, guys. I know you're already nervous.

Very nervous indeed. Yes. Are you going to the latest?

So let's let's just jump straight into the podcast. And as far as I know, the two of you saw each other in real life, as it were, not too long ago, because you attended the same conference. Can you tell us a little bit about that with deeds?

Yes. And actually, we met several times before that. So it's a yeah, more than once. So it's a real life.

Real life for real depersonalization. Yeah. I think we both met in the translation and localization conference in Warsaw, which is probably the most relaxed conference I've ever been to. I mean, this year I went into a fashion secret. I was going to wear a suit and tie. Okay. Cause I thought, you know, I'm doing something quite deep and dangerous. So we to suit and tie. But in the morning, I woke up and realized that the zip or my suit trousers had split and realized that no one wanted to me to present with my fly stein. So I went with my second option, which was kind of like a stripy shirt and jeans, and I think I pulled off. Okay. What Villeda was next up after me and I was waiting for her to make a comment about my fashion by got away with it, probably only because I'm a guy, but they would go, and I believe you.

So you have a chance of making a comic novel?

Yes. I think that, you know, I still need to analyze your style so you won't be pleased. I need to really just, you know, read and find the time to analyze everything, look behind and do that kind of stuff. So, yeah, I will do it eventually. So be prepared that you've been pardoned somehow. So I wasn't feeling very well in Warsaw. So that's why I sort of skipped. You know, and they could make. But I did like his striped shirt. So I did notice because I was wearing stripes as well. So it was quite coordinated and willingly matching outfits.

That's great. But I think I think the conference was organized by someone you know very well, which which which as much as. Can you tell us a little bit about the conference and how the conference came to be, as it were?

So this is the second time I attend and I happened to be speaking for the second time with something very different. I don't want to speak ranting and, you know, there. But this time I also had the chance to speak about something I'm really close to, which is interpreting. So that was in tandem with Jonathan with quite a good combination of topics which were not ashamed, but quite combining. Had the conferences. It's interesting because it's a it's in a very nice venue, which you wouldn't consider as a very important thing.

But actually it is. And as someone who goes to many, many conferences for work or pleasure, I can say it is not easy to find a nice place where they have an espresso machine. That's important for you. That was quite pleasant. I mean, if the coffee break is rubbish, then you're not particularly pleased afterwards or before or during.

So actually, it was quite nice. And the conference was varied and there were quite a very descendency. So from newbies to more experienced translators or people who were going into translation. So it's quite a wide range of subjects who attend. And I believe that's quite relaxed, as Jonathan was saying, because it's a nice environment. The venue is pleasant and it's very practical, very close to the airport. So in terms of contents, I think this one was focussed on various topics I was glad to actually interpreting was included because it's something that is never really considered either.

That is I've heard from a couple of conference organizers that on the one hand, it's difficult to get people who are happy to talk to interpreters because. No. Cryptos are really picky about speakers, and on the other hand, in this, I think as an industry problem, that apparently is very difficult to get interpreters to book themselves to go to an event. You know, just in case that the job of their dreams comes up. And it's funny because on the one hand, I've had them triptans complain. We don't get enough conferences and CPD opportunities. And on the other hand, I've heard the organizers complain. You know, we create sessions for them and 12 people come. Yeah. And I think it is good to see TLC, which I'm going to name the conference calls easier. It's good to see TLC being able to tread that line. And I think last year there was a little bit more on the personal social skills. Say that she took a slightly more technical. And I think what I am glad to see is that most speakers know have given up this. We are going to talk to you for 25 minutes thing. I think most talks I went to had some kind of hands on practical. Tell me something. Put your hand up. What? And make a stand or stand rendering and be very honest. And everyone had that kind of practical hands on fuel, too. And I think that's what makes TLC such a different conference, is you need to wear comfortable shoes because someone's going to get you standing up and doing an exercise.

Yeah, I agree with you entirely.

I think that sometimes what most of the time in this in this kind of events is it's good to be a bit down to earth and try to vote people. I tried to do that all the time. It really depends on the audience. And some people can't be involved or, you know, they expect you to be lecturing them. But I think that especially for TLC and I and I could name a few other events actually where I've been over the years, where the Hands-On component was stronger. But you can see clearly Miss the marchex mark on this on this thing. Let's do hands on. I'm going to time. You think so? That's definitely what she does. And you could feel the footprint of on it. So it's good. Yes, it's a good thing.

Regarding interpreters as being a bit wary of events or be even standoffish if you want to. We can say that because it's two of us in the room, I believe. You know, it's. It's something that needs to be changed. And there's so many things that even interpreters who are seasoned or have been working fairly frequently need to learn or even just confronting each other and sharing practices like we did the other day. It wasn't just me talking to them, telling them something new. It was actually sharing practices and saying, look, we do a hell of a job, really.

So sometimes it's important to do that. And it's good it's good practice and real.

We know that where we're on the subject of interpreters not making it to things. Can I just point out there from this podcast, our friend Delic alric, our example Gansmeier is not here now. I'm sure he has good reasons. But I just I would point, though, where we're talking about interpreters not coming to things.

So for those of us who didn't attend the it's the translation and localization conference in Warsaw, which just took place last weekend, I think. So for those of us who didn't have the privilege of being there, can you just give us a flavour of what's happened?

I mean, how many people were there? Is it a huge conference? Is it a small conference? What was what was interesting for interpreters?

We were. Yeah, of course. I know. What did you talk about? Maybe the two of you can give us a quick flavour.

Okay. We had I think the conference had maybe a couple of hundred people on my guest workers. Not great with numbers.

I think it was roughly 200, but possibly a bit more. I wouldn't be able to confirm numbers for sure, but so I'll take my word for that. But it's definitely more than 150.

So roughly 200, I would say, and I would see in the interpreting room we would about 30 or 40, which is a really good attendance for uninterrupted talk. Basically, if you want to know, I talked about you listen to the last Troublesome Terps podcast and you get the gist of it. But one of the things that I thought about was the interpreters need to learn, to be honest. So I'm not telling too much, should we? Because there's going to be part of an upcoming an interpreter training course, which I'm doing, which I'll announce once they're ready to be announced. And I was getting people, to be honest and to assess where they are in their career and in their personal lives, because the two mesh and then look at who can we win karmas with to help us grow. Schoolfriends as if I wanted to to learn about it growing my social media presence or my marketing. I would talk to Villeda if I wanted to look at it and went through my business strategy. It matters so much. OK if I want to. To learn about presenting myself from pod cast and being able to network with the greats. A big B, Alexander Drechsel.

There's always someone, so we will go up these.

Now we. We have a super connected super expert industry. And I think the gist of my talk was build your support team, support each other. And if you have a hole in your team, fill the gap. And that was that was why I tried to get across the Valerius talk. I where her talk about because Valerius talk made me smile the entire way through.

Okay. Now you have to tell us more, Valérie.

So I was counting on you on your hand as a, you know, sort of agitator or mediator because I wasn't sure who will attend. So and my my talk wasn't designed to be directed to people who knew nothing about it, but not entirely to people who knew all about it. So it was destined to be for everyone, hopefully. So I had to adapt based on the people that and I realized that more or less they were all interpreters with someone very young or starting out and some others were a bit more experienced. So in very Verizons different sort of ranges of situations. So someone who worked in courts, mainly some others who were simultaneous in services. There was a bit of a variety. So to be honest, I was trying to make sure that people who thought that they knew what other interpreters are doing could expand their view. So realizing that there are so many other things that interpreters do, I mean, situations where they actually interpret that others are not aware of. So it's not only Korth is not only conferences that so many other things that we do and I explain how was Doka and I say I interpret it on a racing car, on a boat, on a plane.

I did. You know that that's a grant. So. And last week I was I was in a local college here talking to 15-Year-Old girls. And I was trying to make sure that they understand the importance of of interpreting and translation to make sure that they actually realize there's so many options they can they can think of in workwise. And they were all impressed by the many things, the variety of options that this this job can give you. And in a way, with the audience at D.O.C., I saw that some people had no idea or at least they didn't tell me openly, but they were kind of surprised of all the things that they do, but they never thought they were doing. So it was refreshing to see how it was a bit of a way to confirm how we up the world. I mean, it was a video, as you know. So for suring, self recognizing talk, but it was good to see that everyone was actually involved.

Yeah, it strikes me that interpreters are like the most powerful people in the room when we work. And if that doesn't scare people slightly, we don't know what interpreters do for a living.

There's so many options, so many situations where the actual conversation.

And I think that's something the t.l.c does very well. I mean, the keynote this year was a man called David Pettersson who create languages for a living. Aman personally, having been an interpreter for eight years, I'm sure he's been feeding terminology to my clients just before I get into the booth because of the amount of obviously made up terminology. But he can launch that to us by showing us the breadth of what he has to do. And there was such a mix of people. The one that really struck me was they had the workshop on search engine optimization, which I knew I needed to know about, but I didn't realize how much of it is common sense and how much of it is thinking like a client. I mean, I know that something will we'll get onto later in the show, but learning to think like a client is one of the things I think TLC does very well. They actually invite translation and interpreting client still to do talks and does something bracing about having someone who's buying your services on the program gonna do a talk. If if that doesn't make you want to go to see a Moesha, what does? Because without windows you meet those people in such a relaxed atmosphere where they've got good coffee and incredible cookies.

Yeah, coffee was great. I just wanted to add that I was supposed to come. What's to go? Who also says then I because a conference was going to take place on Friday and Saturday. But in the end, you know, up for a job. I had to come on Friday morning. So I missed the tall condos. Rocky, unfortunately. I believe it was amazing. Everyone said it was smashing. So, yeah, I mean, I had to cancel in a change of flight and land a lunch and get soaking in the afternoon. That's why I was shattered. So I hope I didn't. Show my tie in this, but apparently I didn't.

So let's get one of the things I would like to say is talking to Martha at the conference. There's actually a need for people who can speak on interpreting in a way that even translators can understand. I mean, most interpreters nowadays seem to do a translation as well. But there does seem to be a shortage of interpreting speakers who can do more than just shealso. You do simultaneous. And our job is so entertaining and hilarious. And we actually need more people to go to these kind of conferences and say, I tell you what. Always do a token humour and interpreting and translation, not how you translate that stuff, but the importance of it, you know? Let's do a talk on mental health.

Let's do a talk on someone. Please go to t._l._c and do a talk on how to keep your throat healthy. You'll have every interpreter in the world that your talk.

I'll be in the front row.

Probably not that, but I think that kind of the kind of people who can see interpreting in the wider context and who can see something that clients will want to listen to as well. They are actually relatively rare. I've met a few people who I think I want to hear them speak and I wanted to speak. I felt I would quite happily listen to all day long. But there aren't that many. And maybe, maybe, maybe TLC is a reminder that interpreters need public speaking training as well and training on how to present our work to people who may have never heard of it before.

I was going to say that. So you read minds too now? I think actually it's very good for people in general. So any any industry, any anyone to go and listen to public speaking speakers. Sorry for the part, but especially for an interpreter. I believe that it's very important to know how to use your voice and not only projecting the tone of your voice, but also pronouncing clearly, as we said in the talk, if you remember it, Jonathan, also try to engage and present. So in that way you could probably leverage on what you're listening to to improve your own way of speaking. Even when you're in the booth. So I think it's key to go and listen to bad speakers and good speakers alike to know why you defer or why you don't.

Interesting. You should see that because both Flo, Eddie and I will be in Prague for the BP 16- conference in April. And the talks. I've been asked to do is I'm actually giving a public speaking workshop and rather than talking about it just using your voice, I'm talking about things like honing your message, crafting a talk. And no, I'm actually adding a new section after t._l._c on ways to use your own experience to connect with you, with your audience. So anyone who hasn't booked. Yeah, I believe that tickets are still available. If you look at BP 16 conference Prag, you will find that if you are an interpreter, you are allowed to take a few days off work to come to Prague to meet the lady. And I and I can remember Valeria speaking as well. So it's the line-up is superb.

I've seen some of the people on the list and some of those people I would pay the entrance fee just to see them.

I think it's about 160 people registered so far. The last time I checked. And just to do a bit of a shameless plug, my talk is about. It's about transpiration and copyright. So why that translation?

It's just like bad coffee, Buth. Keep you awake at night. That's a very good analogy. Yeah.

So I'll put the link to the p16 into the show notes. So people who haven't signed up should definitely signed up.

Sign up and and attend. Prague is always worth a visit. And if it's an opportunity to meet colleagues, all the better. I wanted to ask you a question to sort of close up on the conference coverage. You said that there weren't too many interpreters. So from from your point of view, which was the best or the most interesting or most revealing talk that was not at all about interpreting, but that you still found interesting. And we'll start with Valeria.

I think well, it's going to sound really cheesy, but I think that Jonathan was really interesting in his and his way of presenting. So it was a different approach to I wasn't expecting that talk to be like that. So. So that was a good surprise. Like a nice way to talk about something that, you know, I know very well because I know interpreting. But I never saw about a network like a safety network of people you can rely on. So while it was it was very Christian based and you recognized there were not enough, but it was it was something that I really wasn't expecting it to be like that. So the circle at the end. And I wouldn't reveal much more, but to secure the end with the honesty moment was something that I'm not normally keen on. But I felt that it was, you know, I could really be honest and tell you that I was really tired and shattered. So I guess, you know, that was the one. This was the second the most me. And then there was another one on multicultural, multicultural moments for interpreters and then the way that immigrants

are shaping countries these days. And there was lots of bits and pieces that could be interesting for discussion. So that was also nice. I think you missed it.

I went to one of one of the multicultural talks, the one that really struck me as they had a professional. She's a content strategist rather than a content manager. I think only Mr. Hale and Bailey and what she was talking about was learning the importance of selling content and selling the translation of content to clients. And she doesn't herself write the content. She creates the systems for clients so that, for instance, their website is consistent with their manual, which is consistent where they are, see what their sales team are seeing and so on. And she was talking about how if you strip the content over Web site, you don't know what to do and content is everything. But that means that your content has to be culturally specific as well. And although that wasn't aimed at interpreters, I actually think that was a lot of. There was a lot of really good stuff indeed about SEO is about how you approach clients, about how you show your value to clients, which is something I'm becoming more interested in. But I think what she really where she really hit the nail on the head was this thing of clients can be doing something and not understanding why what they are doing doesn't work. And mean you have the classic thing of interpreting on how many clients have said to shooting an assignment or it's okay, I'll just do my talk in English.

And every single interrupter goes, we know that won't work. And by halfway through, you feel like coming out with a booth and you're saying it's all key. We do speak of languages, but she's she's in a position where she can say to clients, you know, having your Web site just in English, it doesn't work. And here's why. And you pull the figures on the start. So and there's maybe something to be said in interpreting for do we need to gather more information so that when we are talking to clients and I really hope we get to that soon. But when we're talking to clients, we make a compelling case not just for having someone in the booth, but for letting someone do their job and being allowing people to be free to speak their native, whichever language they're most comfortable in their native language and showing them that that's where the results are entrusting us to do our jobs, where will they do their work more effectively?

Unfortunately, sometimes, especially in big corporations and especially top management, are forced to speak in one language. So I find the problem, especially with French or Spanish, even Italian speaking English. And they have a good variety of vocabulary. So they know they know what they're talking about. But the accent and the pronunciation and the tone is is not adopted. It's not localized. So it's very hard to follow everyone, especially if there's a lot of relay involved, a lot of boots involved, and they just have to speak in English because that's that's what they're expected to do. So sometimes there's nothing you can change. But in some other cases, in a more commercial and less governmental situation, maybe you can do that. So, yeah, it's a bit of a fight when it defied fight. Yeah, I understand. And I agree with you.

Of course, it kind of reminded me of R-N.C, your prime minister who has a bit of a history with trying to speak English. Right. Next topic, please. Okay. Yeah. We don't want to get political on the podcast, so we never get political in this book start.

And that's it all. It's actually quite convenient that we have the two of you on the same podcast because not only did you attend the Transition Organization Conference in Warsaw, you also collaborated on Jonathan's book, which is a bit of running joke on the podcast. But I'd really like to get into this for a moment. So maybe, Jonathan, you can tell us a little bit. Well, we talked about your book, but maybe tell us a little bit about how Valeria's approach and how her work fit in into the book.

Laughs Well, I want to be as quick as I can guess, nobody as they expect. I was writing the book in one of the things that I'd realized if you read chapter one of the book, I mean, the 12th and all EU countries. And if you read chapter one, you have the thing of me arguing that interpreters have been mis selling your services for about 50 years. We've been selling ourselves as computers are superior. As neutral, and it turns out that none of us had actually that ever, not even in court. And so I came out with this idea that we need to rebrand and remarket interpreting for what actually as for the difference that it makes. And the more I looked at that and the more I started writing that chapter prickling on previous work, pilling on research, I started realizing that I'm not the expert. You know, I can show people research and I can point to things. But there are very few people who know interpreting and also know marketing well enough to understand what

the current branding of interpreting is and how interrogators may be feeling themselves in their branding and that awareness of basic issues like colour and way and design and to give us ideas to move forward in the first name.

And I'm not kidding you. The first name that came into my head was Valerius because I knew I needed someone in every chapter of the book has an interview with someone different and I tried to pick I will TGT went Who who's then? If I mention, you know, if I mention branding, who is the first person who comes to your head? If I mention cooperation across different forms of interpreting, who is this first name who comes into your head? That's what I tried to do. And so I went with the interview. I wanted to give the lady as much space as I could to Gokey it. In this chapter, I am so not the expert. It's not even funny. You know Whitley's list. I do the basics of why we need to rebrand and then give it the faux area and say, okay. So and the most important question I asked there was how do we rebrand and therefore think? And that was that was the one that still sticks in my head, I still think we need to kind can fly the flag and see guys, I guess to say we do it because interpreting needs to change, otherwise we'll be replaced by computers and that will be our own fault.

It's not the first time that someone tells me that. And you'll be surprised because someone told me exactly that. The rebranding thing in a completely different environment when I am, you may remember to recently went to the Translating Europe Forum in Brussels and someone was talking about the importance of translation and the way that the industry is perceived by clients and the way, you know, that content may vary. When it goes from one year to the other and at the end of the talk, they were talking about the fact that branding is what's important them because I just gave this talk about it. The person on the panel told me. Right. So why doesn't, you know, where's Valeria in the audience issue? You know, the industry. And I was like, oh, my God, this is like, you know how precious the body, you know, situation where in front of 500 people and how many, you know, people either know online someone else's name and me to rebrand the industry. So that happens. It happens happened. So it never was not your idea anymore. Yes. I guess we have to do it now. Yes. So I've been called. I don't know. I wouldn't know where to start because there's so many so many aspects.

And I'm not going to reveal much of what I said in the book, of course. But I believe it's something that starts with personal personal approach. So each each person is different. It's freelancer, it's interpreted is different. So they they will need to know what they want from their branding. So obviously, it can be an individual standalone effort if you want to rebrand the entire business and the entire industry. But it can definitely start from single people trying to at least communicate to others what they are. I mean, if it took me four years to convince my parents of the difference between translation and interpreting. Oh, you certainly make, you know, the same time or maybe less now to to start educating clients on on the importance. I mean, I know it sounds obvious, but there's still people that have no clue. So we can start from the simple branding graphically so that the graphic robe, if you want to interpret this and then going into the actual details of the value of the service and on the importance of hiring just professionals, blah, blah, blah. So I think it's a it's a multifaceted topic that we'll need to analyze.

What intrigues me, the question how you how you got into branding, I guess. I mean, was that something that you found particularly interesting about the profession or did you did you work in.

I don't know, marketing or content strategy before?

It's a very easy, very easy question to answer.

I've always liked art and design in general, but design can be anything. So from fashion to pictures to photography. So anything, anything that looks aesthetically beautiful. I've always been drawn to it, but I never I never thought too much about it because I'm an interpreter. So that was my other big passion. So I've always had a little bit of a taste for colours, you know, how to match things or it can translate. And sorry for the pun, but you can just run things. So the way you dress or the way you you choose a car, I mean, anything. But then my partner is a web designer. So I guess that's where I took it. So I just already had the passion and they just were opposed to this. And in the house. So I guess that's how it happened.

And I would assume, Jonathan, that you got what you wanted out of the contribution from Valeria.

I'm assuming so will be months and months of no explanation why.

So I guess I go for more than I bargained for. And I think what has made me realize is that this branding thing I was thinking, you know, would be canvas 3.0 beginning with P that we can go home and do. But actually, when it comes to branding an image on a personal level, it's quite complex because I I'm just finishing the I just finishing off my new version of my Web site, my business Web site. And I realized when you talk to a professional designer, they ask you questions that you don't expect. So they ask you questions like what differentiates you from other interpreters? And you're like, I.

Yeah, I don't know. Yeah. Well, yes.

I'm good. Just ambit. But they also ask you questions and one. I'm working with a copywriter for the about section of my website because I realize how important that is, and one of the questions she asked me was who do you want to read your Web site? Now, the obvious answer is someone who's going who's going to want everyone or anyone who wants interrupting, who's going to pay? And then she said, OK, what who would be your dream clients? And thankfully, I've been following a list. Does an industry that I want to interpret for. And I've been following the west of there and want 250 most influential professionals in their industry, in their 100 most influential agencies. So I was able to give it a list of 100 people and say, I want five 1711. And she can then look at their brand and how they talk and go, right, marry, understand what's going to make them tick. And we almost I realize that branding is so complex because what will work for my Web site probably wouldn't work for Valeria's or Alex Gansmeier is because we're probably not aiming at the same clients. I mean, I don't really want to work for Vidal Sassoon. And so, you know, if my branding is based on fashion, well, one would never invite me anyway, but it would probably fail because that's not the client I'm after.

I believe that running such branding is just one word. So many subcategories inside it. So running is. I always say when I when I speak about is that talks and events are no

designer. So branding is it's also all the rest of the elements that gravitate around the actual logo. So it's a brand voice is the way you write and email is the way you greet a client in person. When you when you see them for the first time is is the way you measure your words.

It can be anything. It can be discussed. I'm wearing today. It can be the way I perceive or read. So it's so, so more complex than one people. What one person can expect.

Then you could just analyze lots and lots of different factors to create your own brand, to create your own voice. So I guess you do need more than one person. You need a designer, you need a copywriter, you need the branding expert. You need anything of this. It's in one under one category of branding. So we could talk for hours, but maybe not today.

I think that's the problem that I sort of used to have with branding, because when I hear the word branding, it sort of comes across as, I don't know, maybe phony or sort of fake.

But I think that's not really that's not really what it's about, I think. I mean, that's how some companies I think do it. Yeah, especially bigger companies. But I think if you do it that way, you're probably doing it wrong.

Right. There's a lot of deception on what it is that most people think it's having a good flashy logo. And it definitely is not.

So I got a really interesting comment. When I was in TLC, there was a lady there who I've only met at TLC conferences. And she came up to me and she gave me the best compliment ever. She said, you know, I read all of your blog posts, which sort of the nice. And she said, you're exactly the same in person as you are in print.

And I thought, yes, I had the same ones. And it's the most amazing thing that people can tell you. They told me that I come across exactly as I am online so that I'm exactly as missing what I know, what she was expecting me to be. And she was pleased to not be disappointed.

So I think that's what I was trying to get at. Right. I mean, it's not like you're trying to pretend to be someone else. It's sort of developing. What what is unique here about yourself, I guess?

Well, this is the thing. I mean, I have learned not to hate the fact that I am a really over the edge geek. I am I am a self-confessed interpreting geek. And so I know when I do talks, when I write and if I try to hide that and try to become something else, then I'm betraying the Brandon. We've all had instances where we've maybe read someone's work or we've heard about them and then we meet them and we think you you're totally not the same. I remember my wife once met someone and went and said they are completely different to the way I imagined them. You know, sometimes their bread being weird, but yeah, it's just the most local station.

When you meet this person as well, not when it's you. I can't even imagine how that feels. You know, if you meet somebody like, you know, I just give you the example of an actress or an actor, you meet somebody and you so disappointed because they're not like the latest character they impersonate. You know, it's that kind of groupie situation, but it's it's kind of the same when you meet somebody you met on Twitter and they just, you know, they click on line with you, but then you meet them in person and know they're not the same person. It's I think it's one of the worst feelings when happen. And unfortunately, it did happen a few times with me for for me when I met people. So I'm glad that they don't have this perception on myself.

But I think I go I beat you because I got the most amazing the other most amazing comment on the TOTN conference. This colleague came to me and she asked me, oh, I love this cat. Is this your life? Is not. But thank you. Yes, it was really I was really pleased with the achievement that they had. And with that skirt. So sorry. But I win.

And then they they seemed to be feel that there's no way that I'm ever going to be complicate complimented on the skirt line waiting.

Now, you never know.

So you killed suit.

You made it.

Well, I have to I'm presenting an account. I think one of the things on branding that has really caught my eye and which is where Valeria's work on my eye is that there are thousands of interpreters online. And for clients, they don't know the difference between easy, easy eat and an easy chair. You know, they really don't know where's a good place, whereas a bad place for some clients, I think is what you see when you're hurt, when you hammer your thumb. So, you know, it's a question I always have. My head knows. How does an interpreter stand out in a world where the people who are buying your services most likely don't know about your services and where there are literally thousands of people like you all trying to get clients? What makes a brand stand out? I kind of go away when I want them.

Well, I think it all depends on what you're offering. I always say, you know, that I wouldn't be suited for some sort of jobs. And, you know, I have a very clear what my limits are in the same way when I give these talks and branding. I always make it clear that not necessarily you need to have a very flashy website or a very flashy, you know, creative name. Maybe that's not you. So guys choose a certain person because they think alike or they think they go well, well, along with this person. So I always believe that if you stand out for some reason, whatever it may be, obviously good reasons. Then if you work and you don't know how to do your job, then you know it will resolve in something better for you. But the clients will know they made a mistake. This by a less flashy logo. So everything in Italian, we say that every every note comes to the com. Right. So everything will come out. And if you issue rubbish at your job, it will come out anyway. So it's good to stand out first and then prove yourself. If you if you even good, then great you at least you get remembered for something that gets you closer to the clients you want to target. So I'm not working much in court these days. I don't do financial. I don't do medical. So probably you won't find anything that interests you on my Web site or my profiles. If you're a medical client. So it's easy as that. So I think that there's a nation client for everyone.

And I think that's one of the things when I was so glad to make corporate that asked me, you know, what specific clients do you want? Being able to say, OK, these are the clients I want. These are the people that are set in the areas of interpreting no freelance and I nor can afford to specialize. But then I found the areas where I would prefer to work and annoying them helps me get into the mind of your client because you start researching your possible clients. You think, well, hold on a minute. You know, I love anything to do with press and PR and public facing events. Well, instantly that kind of client is thinking certain things in their head. And so you have to say, OK, well, actually, that kind of client probably want someone who's got a proven track record of delivering those things themselves as well. So they've been both sides of the microphone and understanding, OK. If you were a client in that industry, forget degrees. No one cares about degrees that important but kinds to work for them. Was the client actually working for because they don't know who interpreters qualify. They don't even know that we qualify.

And I think it really function to get someone like a Wadia. It can help you get into a client's head. Is so clearly gotten into our clients heads and her website that it makes sense, but it's an exercise for interpreters. I don't know about you too, but I find I still find it very, very difficult to do that exercise and not pay myself not.

Maybe we can use that as sort of a final question. To run things off is not necessarily on the individual interpreters level, but for the profession as a whole.

Is there something where you would say this has to happen or this has to stop? Maybe in order to improve the reputation of the profession or in order to make it work, it's easier to convince people of the usefulness of having an interpreter or of having someone who can facilitate multilingual communication.

Valeria, maybe I think that this video is the future. So we could just have recording videos of ourselves doing the job of ourselves, explaining why clients are more successful when they have a good interpreter that they can rely on how it works. Where do we stand? What do we physically do when we interpret? How does the mind work?

Why is it a physical and mental job? So all things that people have no idea about. And I think that the curiosity of listening to videos. People are drawn to be like cats and dogs and they know stuff like that means, you know, we could do something like that. So there will just raise awareness like we would do for AIDS or anything else we can do it for. Interpreting visual visuals are something that people want to watch. So not very I don't videos, but five minutes video. Three minutes video. So I guess we could do something like that. Not necessarily only that, but that could be an option at least to convince people of why this job is so important.

If anyone is organizing a two day event and is looking for a speaker, I would love to do that talk at an X event. My big thing at the moment and I will probably get in trouble for this bio like it. And trouble sometimes is. I think we should stop selling accurate interpreting because it's like selling is like trying to sell a car and telling people they should buy it because it contains an engine. But it dismays me how many interpreters online and even translators there as well. The number one selling point as a marketer. Yeah. What if that is your number one selling point? So, you know, let's stop selling accurate interpreting.

I always ask what more people want to be associated with. And I always get quality, reliable, professional and accurate. Yeah, accurate. Natural. I mean, come on. That's another thing. I mean, you just need to have so many qualities, not only be bilingual or do you know, knowing two languages. So it's like saying that I don't know. Again, if you if you know a little bit of medicine because you studied at a university, you can you know, you can do anything. I mean, this is not a superhero. Just because, you know, two languages, you can be, you know. Thanks much.

Well, this is just the suggestion of one of Vladi or think of that. I wonder if it's time to talk openly about her interpreters make a difference, because at the end of the day, I wondered if your clients are looking for is getting their money's worth and feeling that they'd and that they've gotten more out there, spend on interrupting has giving them more back than they actually invested?

Yes, I think it does, because if you think of all the deals, they wouldn't close once interpreted for somebody. You said they chose me for various reasons and they chose me because I was a woman and I was a bit taken aback. First, I'm like, how sexist is that? And then they explain. Then it makes so much sense. You wouldn't believe it.

They said the tension is a very important factor in every meeting where you close millions of millions of deals and when you fire people or when you, you know, lay off 3000 people because you close a factory.

So this kind of very important meetings that can be, you know, with ministers or whoever you want, that they wanted someone who could mediate them and lower the tension. So that's why they need a woman. So sorry, guys. But you know what? But apart from that, that's also something that may be a very good point, very good selling point. So saying that the figure of the interpreter is not an impediment that most people think it is, but it's actually a way to make the flow of communication. So Bessen. Sorry again for the pun, but I like repeating myself.

If anyone starts sailing either a superhero or foot interrogators or a T-shirt that says Terryph does make a difference. I think we should all start buying them. Maybe we should have a charity, say we'll have a T-shirt that says some trips to make a difference, sell it for charity and get as many interrupters to wait it until we understand that ourself. That's why I was chatting to Villeda, cause she always inspires me with branding and rebranding branding ideas.

Interpreted as a superhero is my trademark now, so need to do that. So cool.

I think we should definitely turn that into a T-shirt.

Listen, Valeria was really great to have you on the podcast this time around. We didn't talk about style too much, so we still need we can always keep that for another time because we can probably talk about that for quite a while. And that will let you go for tonight. Thank you very much for sharing the experience from the conference as well.

And I hope you've enjoyed listening to this episode of the Troublesome Terps will be back very soon and will find us online. Talk to you soon. I knew.

Usually we finish the podcast and I'm up to about half eleven doing dishes. I'm feeling very sad.