



Commissioning translation

3 steps to get you the right result every time

1 Choose: translator or translation agency

TRANSLATOR

- + always the same expert translator
- + direct point of contact for instructions and requirements; confidentiality
- + more attractive price tag
- + opportunity to build up a partnership
- limited fields of expertise
- limited volumes and languages
- may be difficult to find

TRANSLATION AGENCY

- + availability: on-demand translation for every project
- + broader range of services, languages, subject fields
- + impressive translator base for quicker turnaround
- high overhead = high costs, cheaper translators
- no guarantee for the same translator for next projects
- no direct contact with the translator to control their qualifications
- slower communication process and request handling

2 Types of projects for commissioning

TRANSLATOR

- + localising some new brochures
- + extra translation help before an industry event
- + updating collateral and case studies
- + regular translations for online media
- + projects with tough deadline (for trusted translators only)

TRANSLATION AGENCY

- + high volume projects with challenging deadlines
- + all-in-one service packages for language tasks
- + comprehensive management of marketing communications
- + additional services like web editing, audio recording, video subtitling, etc.

3 Ensure the result you look for

Before sending files to your service provider, consider the planning and agreement stage.

Try answering the following questions:

• **Why, where, and who?**

Why do you need this text? What's its purpose? Where will the text circulate? Do you need the translation which is ready for publishing? Who will be the target audience?

• **How?**

Any additional information? Previously translated materials, style guides, a glossary or a list of terms and other reference documents

• **When?**

Feasible delivery time and the budget for the agreed services: translation, translation and revision, etc.