



FLAWLESS INTERPRETATION SERVICES FOR A SEAMLESS DIALOGUE AMONG MULTILINGUAL CONFERENCE ATTENDEES

The Swiss Economic Forum Turns To Lionbridge Year After
Year To Ensure A Productive Exchange of Ideas

DOMAIN
EXPERTISE

PROFESSIONAL
INTERPRETERS WITH
PROVEN EXPERIENCE

15+ YEARS
OF PARTNERSHIP

SIMULTANEOUS INTERPRETATION: WHAT IT IS AND WHY IT'S IMPORTANT

Simultaneous interpretation is the cornerstone of multilingual conferences, facilitating the free and productive exchange of ideas. It is the real-time translation of spoken words from one language to another. At conferences, professional interpreters stationed in soundproof booths listen to speakers via headsets and provide the translated message in the target language through a microphone. Attendees are equipped with headphones to hear the speech in their preferred language.

This demanding task requires interpreters to have exceptional linguistic skills in both the source and target languages and specialized knowledge for accurately translating niche, often highly technical content, including acronyms and jargon. When executed by skilled professionals, simultaneous interpretation enables effective communication in real time among people who speak different languages.

ABOUT THE CUSTOMER

The Swiss Economic Forum (SEF) is Switzerland's leading business conference. Under the leadership of Corine Blesi, Managing Director NZZ Connect, 1,350 leading figures from business, politics, and science have been meeting in Interlaken every year for over a quarter of a century to exchange views actively and engage in cross-industry dialogue with one goal — to lead Switzerland into a successful future together. The SEF promotes entrepreneurial thinking and actively supports start-ups. The Swiss Economic Award, presented annually as part of the SEF, is Switzerland's most important prize for young entrepreneurs and is awarded to the three most successful start-ups in three categories.

"Over the years, our collaboration with Lionbridge has grown into a trusted partnership marked by reliability and a shared commitment to excellence. Their contributions have been instrumental in boosting the quality and impact of our multilingual gatherings and leaving a lasting mark on our collective efforts."

— Lorenz Scheibli, Director Ecosystems NZZ Connect

THE CHALLENGE

The Swiss Economic Forum is a melting pot of ideas and innovation, bringing together over 1,000 leading decision-makers from diverse industries and cultural backgrounds. With participants from all over the world, the conference presents a unique set of challenges relating to language and communication. Flawless, real-time translation is essential to enable every attendee to engage in the discussions and contribute their perspectives effectively.

Furthermore, the content discussed at the SEF covers a wide range of topics, including economics, politics, and science. As such, interpreters must be linguistically proficient and have domain expertise in the subject matter to deliver precise and accurate translations of technical material. The SEF required a language services partner who could provide high-quality simultaneous interpretation services of complex ideas across two language pairs to ensure a seamless, engaging experience for every SEF participant.

“Lionbridge's unwavering commitment to excellence in interpretation and live events services has significantly enriched our events, creating an environment where multilingual participants seamlessly come together to build invaluable connections and synergies. Their team's unparalleled professionalism and dedication to delivering a great experience have facilitated effective communication and empowered our diverse attendees and speakers to engage and capitalize fully on the wealth of present opportunities.”

— Susanne Hupfer, Swiss Economic Forum Project Manager

THE SOLUTION

Lionbridge provided 15 hours of simultaneous interpretation services for two language pairs, German to English and German to French, for the two-day event.

PLANNING

Lionbridge carefully planned logistical details.

- » Defined project scope and success criteria.
- » Determined agreed-upon roles and responsibilities.
- » Created a detailed schedule and communication plan.

Lionbridge worked closely with the organizers of the SEF to train the conference speakers on how to best work with simultaneous interpreters. One measure required speakers to submit their presentations before the event to enable interpreters to study the content.

MULTIDISCIPLINARY TEAM

Lionbridge's multidisciplinary team integrated itself into the event management process to ensure a seamless experience.

- » One project manager and one account executive for process and budget oversight.
- » Four interpreters with past SEF experience for continuity.
- » One language quality manager for pre-and-post-event functions.

COMMUNICATION

Lionbridge prioritized communications, keeping the SEF apprised of the logistics status.

- » Submitted status reports regularly about event preparation.
- » Facilitated communications between the SEF and interpreters.
- » Centralized the information for easy access.

THE RESULTS

Over the course of the two-day event, Lionbridge's team of dedicated professionals successfully provided 15 hours of interpretation of highly technical subject matter within the SEF's budget. Lionbridge's interpretation services enhanced the value of the event for all German, English, and French-speaking attendees by enabling them to communicate, exchange ideas during presentations and breakout sessions, and fully engage at the conference.

Lionbridge's demonstrated commitment to excellence is an integral reason the Swiss Economic Forum continues to entrust Lionbridge to fulfill its interpretation needs.