

# Focus on Project Management

## Online, 30 November - 3 December 2021

### Day 1, Tuesday, 30th Nov

#### Pre-conference Focus on Technology day

**12:15 - 12:30**

*Opening*

**12:30 - 13:00**

*Technology demo*

**13:00 - 13:05**

*Mini break*

**13:05 - 13:35**

*Technology demo*

**13:35 - 14:45**

*Break*

**14:45 - 17:00**

*Advanced trainings*

**17:00 - 18:00**

*Let's make it count!*

### Day 2, Wednesday, 1st Dec

#### Track 1: New solutions for new needs: how to upgrade your skills to meet client expectations

**13:00 - 13:25**

*Event opening and welcome*

**13:25 - 13:30**

*Mini break*

**13:30 - 14:20**

*Opening keynote - AI and the Future of Business*

Daniel Hulme

CEO, Satalia

**14:20 - 14:30**

*Mini break*

**14:30 - 15:20**

*Join the Revolution! How to become a next generation PM*

Verónica García García

Department Manager,  
Transperfect

**15:20 - 15:30**

*Mini break*

**15:30 - 16:20**

*Ideas and tactics to establish a healthy client-PM partnership*

Miguel Sepúlveda

Global Localisation Manager,  
King

**16:20 - 16:30**

*Mini break*

**16:30 - 17:30**

*How to win a client through test translation*

Sabina Jasinska

Head of Growth, Transfer  
Room

**17:30 - 18:30**

*Wine O'clock*

## Day 3, Thursday, 2nd Dec

### Track 2: How to remain relevant as a project manager in an increasingly automated world

**13:30 - 14:20**

*Through the lenses of a former PM turned into end client*

Sabina Jasinska

Head of Growth, Transfer  
Room

**14:20 - 14:30**

*Mini break*

**14:30 - 15:20**

*The key to sustainable business growth: from language and technology suppliers to knowledge providers*

Hristina Racheva

Head of localisation,  
Skyscanner

**15:20 - 15:30**

*Mini break*

**15:30 - 16:30**

*Be the change: how to create more value for your clients as a PM*

Hristina Racheva

Head of Localisation,  
Skyscanner

**16:30 - 16:40**

*Mini break*

**16:40 - 17:30**

*Topic-based networking session*

Alina Birsan

AB Language Solutions

Richard Brooks

K International

Ricard Sierra

Kobalt Languages

## Day 4, Friday, 3rd Dec

## Track 3: Build your Strategy to be a successful Project Manager fit for the future

**13:30 - 14:20**

*Translating sustainability and supply chain into Project Management*

Anna Golubeva

Multilanguage  
Communication &  
Localisation Specialist, IKEA

**14:20 - 14:30**

*Mini break*

**14:30 - 15:30**

*The PM perspective on automation*

Anna Golubeva

Multilanguage  
Communication &  
Localisation Specialist, IKEA

**15:30 - 15:40**

*Mini break*

**15:40 - 16:00**

*Preview of Elia / ATC PM eLearning Course*

Raisa McNab

ATC, CEO

Julia Lantz

Student, University of  
Helsinki

**16:00 - 16:05**

*Mini break*

**16:05 - 16:35**

*Closing keynote - Creating a net positive solution for humanity*

Ben Kneppers

Co-Founder and COO, Bureo

**16:35 - 16:40**

*Mini break*

**16:40 - 17:00**

*Event closing & prize draw*

**17:00 - 17:50**

*Open networking*