

# Focus on Project Management

## 30 November - 1 December

### Bucharest, Romania

#### Day 1, Wednesday, 29th Nov

##### Pre-conference Day - Focus on Technology | Trados

**13:00 - 14:00**

*Overview of Trados Language Technology Portfolio*

Ian Parnell

Senior Product Manager

**14:00 - 15:00**

*Beginner: A Project Manager's guide to desktop working with Trados Studio*

Daniel Brockmann

Principal Product Manager

**15:00 - 15:30**

*Coffee break*

**15:30 - 16:30**

*Intermediate: A PM's guide to desktop working with Trados Studio*

Daniel Brockmann

Principal Product Manager

**16:30 - 17:30**

*How to efficiently manage projects in the cloud with Trados*

Ian Parnell

Senior Product Manager

**18:00 - 19:30**

*Welcome drinks*

##### Pre-conference Day - Focus on Technology | XTRF

**13:15 - 14:00**

*XTRF's Tricks for Improved Work Efficiency - Advanced Training part I*

Marta Wilk

Technical Project Manager

**14:15 - 15:00**

*XTRF's Tricks for Improved Work Efficiency - Advanced Training part II*

Marta Wilk

Technical Project Manager

**15:45 - 16:30**

*Beginners: Work Smart with XTRF Smart Projects and Views*

Jakub Przybyło

Regional Growth Manager

**16:35 - 17:20**

*XTRF Email Assistant*

Bartosz Budzyński

Director of Technical Services

**18:00 - 19:30**

*Welcome drinks*

## Day 2, Thursday, 30th Nov

### Conference day

**9:00 - 9:30**

*Open registration & welcome coffee*

**9:30 - 10:00**

*Event Opening*

**10:00 - 10:30**

*Is reputation overrated?*

Madalina Uceanu  
Opening Keynote  
Managing Partner

**10:30 - 11:00**

*Coffee break*

**11:00 - 12:30**

*PM like an influencer*

Alina Bota-Tăbușcă  
Marketing Coach &  
Consultant  
Jessica Rathke  
Sales Consultant, Coach &  
Trainer for Language  
Services  
Thomas Edwards  
Language Industry Expert

**12:30 - 14:00**

*Lunch*

**14:00 - 15:30**

*Better, faster, stronger*

*Big, bad AI coming for us*

Mariella Zeginigg  
Head of Language Services  
Federica Fenzi  
Team Lead & SEO Specialist  
István Lengyel  
Founder and CEO

**15:30 - 16:00**

*Coffee break*

**16:00 - 17:30**

*Better, faster, stronger*

*Big, bad AI coming for us*

Mariella Zeginigg  
Head of Language Services  
Federica Fenzi  
Team Lead & SEO Specialist  
István Lengyel  
Founder and CEO

**20:00 - 0:00**

*Networking dinner*

## Day 3, Friday, 1st Dec

### Conference day

**9:00 - 9:30**

*Morning coffee*

**9:30 - 11:00**

*Big, bad AI coming for us*

*Better, faster, stronger*

István Lengyel

Founder and CEO

Mariella Zeginigg

Head of Language Services

Federica Fenzi

Team Lead & SEO Specialist

**11:00 - 11:30**

*Coffee break*

**11:30 - 13:00**

*Big, bad AI coming for us*

*Better, faster, stronger*

István Lengyel

Founder and CEO

Mariella Zeginigg

Head of Language Services

Federica Fenzi

Team Lead & SEO Specialist

**13:00 - 14:30**

*Lunch*

**14:30 - 16:00**

*PM like an influencer*

Alina Bota-Tăbușcă

Marketing Coach &  
Consultant

Jessica Rathke

Sales Consultant, Coach &  
Trainer for Language  
Services

Thomas Edwards

Language Industry Expert

**16:00 - 16:30**

*Coffee break*

**16:30 - 17:00**

*Humans are productive. What about AI?*

Laszlo Varga

Closing Keynote

Senior Consultant

**17:00 - 17:30**

*Event recap & closing*