

# Focus on Project Management

## Online, 18 November - 10 December

### Day 1, Wednesday, 18th Nov

#### Focus on Technology, Landscape & Insights

**10:30 - 10:55**

*Event opening*

**10:55 - 11:00**

*Mini break*

**11:00 - 11:40**

*Language Technology Atlas – Navigating through the automation journey*

Yulia Akhulkova

Head of Localization, ITI,  
Moscow Technology  
Researcher, Nimdzi Insights,  
Seattle

**11:40 - 11:50**

*Mini break*

**11:50 - 12:20**

*Technology demos*

**12:20 - 12:30**

*Mini break*

**12:30 - 13:00**

*Technology demos*

**13:00 - 13:30**

*Lunch – Opportunity for networking*

### Day 2, Thursday, 19th Nov

#### Focus on Technology, Landscape & Insights

**11:00 - 12:00**

*Technology advanced trainings*

**12:00 - 12:10**

*Mini break*

**12:10 - 13:10**

*Technology advanced trainings*

**13:10 - 13:20**

*Mini break*

**13:20 - 14:00**

*Insights on Project Management in 2020*

Hélène Pielmeier

Director of LSP Service, CSA  
Research

**19:00 - 20:00**

*"Happy hour" open discussion with beer/wine*

## Day 3, Wednesday, 25th Nov

### Key Account Management - Your secret sales weapon

**11:00 - 11:45**

*Introduction to Sales, Marketing and how it relates to Project Management*

Richard Brooks

CEO, K International

**11:45 - 12:00**

*Mini break*

**12:00 - 12:45**

*Engaging in value co-creation with key customers*

Javier Marcos

Associate Professor of  
Strategic Sales Management  
& Negotiation Cranfield  
School of Management

**12:45 - 13:00**

*Mini break*

**13:00 - 13:45**

*Your account management toolbox - Workshop*

Richard Brooks

CEO, K International

**13:45 - 14:15**

*Lunch - Opportunity for networking*

## Day 4, Thursday, 26th Nov

### Key Account Management - Your secret sales weapon - Workshop

**11:00 - 11:45**

*Understanding your customer's world - Workshop*

Richard Brooks

CEO, K International

**11:45 - 12:00**

*Mini break*

**12:00 - 12:45**

*Mapping the customer journey - Workshop*

Richard Brooks

CEO, K International

**12:45 - 13:15**

*Lunch break - Opportunity for networking*

**13:15 - 14:00**

*Developing a value proposition - Workshop*

Richard Brooks  
CEO, K International

**19:00 - 20:00**

*"Happy hour" open discussion with beer/wine*

## Day 5, Wednesday, 2nd Dec

### Re-engineering the human factor - Vendor acquisition and community management

**11:00 - 11:45**

*Vendor Management / Efficiency vs quality with technology*

Giada Gerotto  
Community Manager,  
Creative Words  
Sonia Mokrani  
Content & Localization  
Manager, Gartner

**11:45 - 12:00**

*Mini break*

**12:00 - 12:45**

*Vendor Management - workshop*

Giada Gerotto  
Community Manager,  
Creative Words  
Sonia Mokrani  
Content & Localization  
Manager, Gartner

**12:45 - 13:00**

*Mini break*

**13:00 - 13:45**

*Vendor Management - workshop*

Giada Gerotto  
Community Manager,  
Creative Words  
Sonia Mokrani  
Content & Localization  
Manager, Gartner

**13:45 - 14:15**

*Lunch - Opportunity for networking*

## Day 6, Thursday, 3rd Dec

### Re-engineering the human factor - Vendor acquisition and community management

**11:00 - 11:45**

*Vendor management / Human approach in remote working*

Giada Gerotto

Community Manager,  
Creative Words

Manuela Noske

Community Manager,  
Translators without Borders

**11:45 - 12:00**

*Mini break*

**12:00 - 12:45**

*Vendor Management – workshop*

Giada Gerotto

Community Manager,  
Creative Words

Iulia Batraneanu

Localisation Specialist at IKEA  
Group

Manuela Noske

Community Manager,  
Translators without Borders

**12:45 - 13:15**

*Lunch break – Opportunity for networking*

**13:15 - 14:00**

*Vendor Management – workshop*

Giada Gerotto

Community Manager,  
Creative Words

Iulia Batraneanu

Localisation Specialist at IKEA  
Group

Manuela Noske

Community Manager,  
Translators without Borders

**19:00 - 20:00**

*“Happy hour” open discussion with beer/wine*

## Day 7, Wednesday, 9th Dec

### How to pilot remote working, technologies & AI towards productivity

**11:00 - 11:45**

*Automation solutions for improving client collaboration:  
Pros and cons*

Natalia Rudinskaya

Key Account Director, Janus  
Worldwide

**11:45 - 12:00**

*Mini break*

**12:00 - 12:45**

*Client collaboration automation – What tools to use –  
workshop*

Natalia Rudinskaya

Key Account Director, Janus  
Worldwide

**12:45 - 13:00**

*Mini break*

**13:00 - 13:45**

*Tools for different scales of Project Management*

Dmitry Ulanov

CTO, Janus Worldwide

**13:45 - 14:15**

*Lunch – Opportunity for networking*

## Day 8, Thursday, 10th Dec

### How to pilot remote working, technologies & AI towards productivity

**11:00 - 11:45**

*How to create an LSP machine translation program*

Ann Huehls

Language technology expert,  
Wieners+Wieners

Konstantin Dranch

Industry Researcher, Founder  
CustomMT

**11:45 - 12:00**

*Mini break*

**12:00 - 12:45**

*Translation memory maintenance and preparation for MT – workshop*

Konstantin Dranch

Industry Researcher, Founder  
CustomMT

Ann Huehls

Language technology expert,  
Wieners+Wieners

**12:45 - 13:15**

*Lunch break – Opportunity for networking*

**13:15 - 14:00**

*Termcheck: Terminology QA for inflected languages – workshop*

Dmitry Ulanov

CTO, Janus Worldwide

**14:00 - 14:15**

*Mini break*

**14:15 - 14:45**

*Closing and live feedback*