



# TRANSLATION CHECKLIST FOR MARKETERS

Just like the people who respond to your campaigns these guys are all different.

But unlike robots we translate creatively written copy, creatively.

Use our checklist to help you maintain brand values - globally.

To make sure you get the most from your translation, and to help the process run smoothly, we've put together this checklist.

It's a step-by-step guide to some of the key stages of the process, and provides information you should consider.

Of course Prestige Network are always on hand to help out with the whole process and can provide expert advice throughout.

## 1. KEY INFORMATION

### Lead time - don't make translation the last thing on your 'to-do' list

Engage with your Language Service Provider as early as possible. A good LSP will start to plan your project in advance of receiving your source materials, ensuring that the right resources are available the moment you are ready to commission the work.

### Do you need translation or transcreation?

This is important. A carefully and creatively crafted message needs a specialist in order to enable the nuances, the style and intent of the original copy to travel across linguistic and cultural borders - a transcreator.

### Is the translation urgent?

Don't just say 'ASAP' or 'urgent!' Give your LSP realistic completion dates. Consider if your project could be delivered in sections; most urgent parts first, followed those that are less critical.

### Which languages do you need to translate to and from?

Clearly define your source and target languages. Your LSP will advise if there are scheduling, linguistic, cultural or technical issues that need to be addressed.

### What's the purpose of the translation?

Is it informational or persuasive? Is it factual or creative? Does it need to be legally reliable? Will it be for printed publication, or online?

Give your LSP as much guidance as possible. You'll then receive a translated product that meets your exact requirement.

### Who's the intended audience?

Will it be read by specialists or the general public? Is the target your existing clients or new prospects?

Define the socio-demographic of the intended audience.

## 2. MANAGING QUALITY

### Have a realistic expectation

All good LSPs will work hard to deliver a top quality translation. However time and budget constraints can adversely affect the outcome.

Give your LSP every opportunity to deliver a great job.

### Is your LSP tooled up?

Achieving translation quality should be clearly defined process, not left to chance.

LSPs should be able to advise on the translation tools and processes that should be adopted to ensure a successful, long-term relationship that benefits your organization.

### **Who will approve your translations?**

If your team can answer your LSPs questions and validate the translations, then this is a great solution. After all, no one knows as much about your business as your own team.

If this isn't possible, your LSP can carry out multi-stage quality management ensuring that the final translated product is fit for purpose.

## **3. PRACTICAL REQUIREMENTS**

### **Is the translation urgent?**

If you have a specific deadline, it's vital to let your LSP know when you commission the work, to ensure they can turn the document around in time.

### **Does the target language have any variants?**

For example, translation into Chinese could be Mandarin or Cantonese. Similarly, Spanish for audiences in Spain or South America will be different. If there's any doubt, we can advise on the correct language.

### **Has the source material been proofread?**

A high-quality output requires high-quality input – it's always best to make sure the source material is as good as possible before beginning the translation process. Errors in, can mean errors out!

### **What is the format of the source material?**

For example, will it be Word files, PDFs or another format? Will it be transmitted as an email attachment or will you need a secure file transfer resource? More obscure media can create issues, so ensure you have a clear idea of the process in advance.

### **What is the physical quality of the source material?**

Scanned or faxed pages can vary in quality and clarity. A poor quality or unsuitable original may need to be converted to a viable format before it can be translated.

Handwritten content can take much longer to translate than typewritten text.

## **4. STYLE & DESIGN**

Does the translation have any layout requirements?

Does it need page-for-page likeness, or are there specific, images, colours and fonts that must be used?

### **Creatively designed literature - is this a challenge?**

It shouldn't be. Your LSP should have a studio facility that is equal to any commercial design agency, with the added advantage of being an integrated part of the translation process.

### **Are there specific brand/style/terminology requirements?**

Does the completed translation have to conform to established brand criteria, house style and tone-of-voice. Will there be technical terms that are essential?

### **What is the required quality level for the translation?**

Final products, drafts, revisions and rough gists will all be approached differently, and can entail different costs.

## **5. OTHER CONSIDERATIONS**

### **Is there reference material to support the translation?**

For instance, prior correspondence, reports, specifications or previous translations.

### **Does the source material pose any potential difficulties?**

Illegible text or complex terminology are examples of potential issues. A good translator will be able to spot these, but any advanced knowledge will help.

### **Do you need more than a translation service?**

If the document required post-editing, proofreading or alterations it's advantageous to know this before the project starts.