

LOCLEADERS 2017

BARCELONA



Erin Wynn, Welocalize
Chief Customer Officer

LOCLEADERS FORUM 2017 BARCELONA: The Global Journey, Leading the Way with Innovation.

Our LocLeaders event at the Camp Nou Stadium in Barcelona drew an amazing group of attendees and Welocalize experts. The overall theme was "The Global Journey: Lead the Way with Innovation" and we drove in-depth discussions on the key stages of the customer journey, machine translation (MT) and how to create a culture of innovation.

As well as participating in the discussions, one of my key roles as Chief Customer Officer at Welocalize is to listen. The most frequently used word at LocLeaders Barcelona was SPEED. The number two word was INNOVATION, followed closely by JOURNEY, CHANGE, QUALITY then VALUE and SOLUTION.

In a fast-driven digital world, global brands are under continuous pressure to bring innovative products and services to multiple markets all over the world. We no longer have months or even weeks to get their multilingual content in place. We work in days and hours. Welocalize must continue to lead and deliver solutions that are not only tailored for clients across their whole global journey – from patent protection through to digital marketing campaigns – but also maintain speed and agility to deliver localized quality when it is needed.

Each LocLeaders Forum is always an inspiration and delivers crucial insights to the ongoing needs of global brands. We will continue to listen and learn in order to solve and support global business challenges.

"Thanks to everyone who attended LocLeaders Barcelona 2017 and for taking time out of their busy schedules. I look forward to taking part in our next LocLeaders events in Germany on October 24 and Silicon Valley on November 1, 2017."



WELOCALIZE CELEBRATES 20TH ANNIVERSARY

At LocLeaders Barcelona 2017, CEO Smith Yewell announced Welocalize's 20th Anniversary. In a special blog, Smith reflects on two decades of change in the localization industry. [Click here to read more](#)

WELOCALIZE LOCLEADERS FORUM:

Peer-to-peer global think tanks for localization professionals and global business leaders.



THANKS TO OUR STAR PANELISTS!

Wayne Bourland (Dell), Julio Leal (Ciena), Wada'a Fahel (Harley-Davidson Company), Stephanie Emmanouel (Somo), Ulrika Fuchs (Vistaprint), Fernando Goni (PONS IP), Andreu Pla (Avanade), Rachida Chekaf (Axelos)

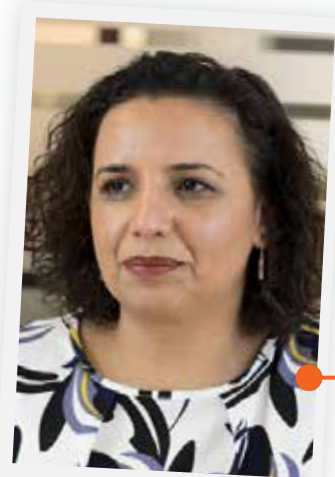


ELEVATE LOCALIZATION TEAMS FROM SERVICE PROVIDERS TO STRATEGIC PARTNERS

Ulrika Fuchs, Localization Manager at Vistaprint and LocLeaders panelist, discusses the role of the in-house localization team in her article [Elevate Localization Teams from Service Providers to Strategic Partners](#). Ulrika highlights the benefits of developing lasting relationships with internal clients and language service providers.

DIGITAL CONTENT – THE MOBILE REVOLUTION IS UPON US

Read about how digital content is changing rapidly and how the growth of mobile usage and translation automation is impacting localization. [Click here](#) to read a great article by LocLeaders panelist Stephanie Emmanouel from Somo.



MOVING FORWARD GLOBALLY WITH LOCALIZATION – MY LOCLEADERS JOURNEY

[Click here](#) to read a great account of the LocLeaders Barcelona experience – by Rachida Chekaf, Head of Translations at AXELOS.



CREATING A CULTURE OF INNOVATION: AN INTERACTIVE IDEALAB SESSION

Congratulations to all teams and their captains for some awesome ideas and very creative thinking!



Highlights from LocLeaders and LocWorld Barcelona 2017 Knowledge Sharing, Networking and Global Teamwork in Barcelona.

Louise Law, Welocalize Global Communications Manager, gives personal insights into the best bits of two key localization industry events, LocLeaders Forum and LocWorld34 Barcelona. [Click here to read more](#)



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“LocLeaders was a great use of time, better than the other industry events! With the MT session being very well organized.”

“I found it very interesting to have panel members from different industries. The biggest take away for me was ‘We are not alone with our challenges, others have them too’ and that this is ok. We hope we have another opportunity to attend LocLeaders in the future.”

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THE NEXT LOCLEADERS FORUM EVENTS WILL BE HELD IN GERMANY, OCTOBER 24 AND SILICON VALLEY, NOVEMBER 1, 2017. SAVE THE DATES!
FOR MORE INFORMATION, EMAIL MARKETING@WELOCALIZE.COM.

welocalize
20 Year Anniversary