



Ordre des traducteurs, terminologues  
et interprètes agréés du Québec

# connections

Conference



VERSACOM  
KEY PARTNER

Thursday, November 5 and  
Friday, November 6, 2020  
Online

# connections

When we began planning the 2020 OTTIAQ conference last October, none of us could have imagined that a new coronavirus would disrupt our lives and societies as it has since the start of 2020. We've all had to adapt, and the Order's flagship event, which will be going digital this year due to these extraordinary circumstances, is no exception. So we would like to invite you to join us on the online platform Hopin on November 5 and 6, where we will be talking about Connections.

"We may need an Internet connection for our work, but we need human connection most of all." These are the words of Gabrielle Baillargeon-Michaud, President of Université de Montréal's association of translation students. In our interconnected world, at a time of globalization and instantaneous communication, how can we manage, leverage and harness the countless opportunities and challenges we are facing? In this era of fake news, how can we highlight the importance of language professionals in such a fractured world? As our industry reinvents itself, where does each generation fit in?

This year, we invite you to explore connections between language professionals, professions, generations and industries, as well as connections with the world at large. Whether we work as freelancers or in private practice, as salaried employees, as university professors, or as managers, these connections play a vital role in defining us and helping us hone our skills throughout our careers. If all these months of COVID-19 lockdown have taught us one fundamental lesson, it's that connections—whatever form they may take—are essential to our planet and our societies.

We hope you enjoy this virtual conference!



A handwritten signature in black ink, appearing to read 'Donald Barabé', written in a cursive style.

**Donald Barabé,**  
Certified Translator  
PRESIDENT OF OTTIAQ



A handwritten signature in black ink, appearing to read 'Sébastien St-François', written in a cursive style.

**Sébastien St-François,**  
Certified Translator  
CONFERENCE PROGRAM  
COMMITTEE COORDINATOR

# Acknowledgements

## Conference Program Committee

**Sébastien St-François**, Certified Translator, Coordinator

**Claude Brodeur**, Certified Terminologist

**Evelyne Chabot**, Certified Translator

**Hélène Michon**, Certified Terminologist

**Catherine Pepin-Coupal**, registered student

**Christine York**, Certified Translator

**Catherine Zekri**, Certified Translator

**Émilie Bachelier**, Communications Coordinator (OTTIAQ)

## Continuing Education Committee

**Émilie Bachelier**, Communications Coordinator (OTTIAQ)

**Betty Cohen**, Certified Translator

**Marie-Andrée Desrosiers**, Certified Translator

**Catherine Landreville**, Certified Translator

**Éric Léonard**, Certified Translator

**Hélène Gauthier**, Director of Professional Affairs (OTTIAQ)

Conference  
presented by  
Versacom

Closing address  
presented by  
EY

Networking and virtual  
cocktail presented by  
Cartier et Lelarge

Program copy and editing  
Conference Program  
Committee

Opening address  
presented by  
Terminotix

Translation  
Cartier et Lelarge



# Full Schedule

## 2020 Conference

- a ADDRESS
- b BREAKOUT SESSION
- w WORKSHOP

Thursday, November 5, 2020

10:00 a.m.	Log on to the platform
10:30–10:35 a.m.	Conference begins
10:35–10:45 a.m.	<b>OPENING REMARKS</b> from Donald Barabé, Certified Translator, President of OTTIAQ
10:45–10:49 a.m.	Presentation from the main sponsor
10:49–11:50 a.m.	<b>OPENING ADDRESS</b> / An Interview with Canadian Diplomat Louise Fréchette, Former United Nations Deputy Secretary-General
11:50 a.m.–12:05 p.m.	Presentation of the honorary member
12:05–12:30 p.m.	Lunch break and visit of exhibitors' booths
12:30–2:00 p.m.	<b>BREAKOUT SESSION</b> / Terminologists: The Most Versatile Language Professionals Panelists: Nathalie Bonsaint, Hélène Michon and Claude Brodeur
	<b>BREAKOUT SESSION</b> / Training Language Professionals in the Era of Neural Machine Translation Speaker: Sylvie Vandaele
	<b>BREAKOUT SESSION</b> / Should I Freelance or Work In House? Speaker: Maria-Isabelle Noël
	<b>WORKSHOP</b> / Better Understanding and Redefining Our Clients' Needs Instructor: Maria-Isabelle Noël
2:00–2:30 p.m.	Break, visit of exhibitors' booths and networking
2:30–4:00 p.m.	<b>BREAKOUT SESSION</b> / Services of the Centre de transfert d'entreprise du Québec (CTEQ) Panelists: Vincent Lecorne, François Beaulieu-Lauzon, Sylvain Caron and Orest Lysymanko
	<b>BREAKOUT SESSION</b> / Translating or Copywriting? Dare to Rephrase! Speaker: Marc Lambert
	<b>BREAKOUT SESSION</b> / Go Beyond Clickbait: Design, Build and Maintain a Network that Works for You (bilingual presentation) Speakers: Meaghan Girard and Stephanie Lamontagne
	<b>WORKSHOP</b> / Negotiating for a Better Life Instructor: Yves Lussier
4:00–4:20 p.m.	Break and visit of exhibitors' booths
4:20–4:28 p.m.	<b>SPEECH</b> from Diane Cousineau, Certified Translator and MBA, Executive Director of OTTIAQ
4:30–6:00 p.m.	Networking and virtual cocktail hour

# Full Schedule

## 2020 Conference

- @ ADDRESS
- b BREAKOUT SESSION
- W WORKSHOP

Friday, November 6, 2020

12:00 p.m.	Log on to the platform
12:30–1:00 p.m.	Networking and visit of exhibitors' booths
1:00–2:30 p.m.	<b>BREAKOUT SESSION</b> / Connection as a Business Model (bilingual presentation) Speakers: Antoine Raimbert and Judy Murphy
	<b>BREAKOUT SESSION</b> / Balance in Interpreting Speakers: Lyne Gargano and Stéphanie Luna
	<b>BREAKOUT SESSION</b> / The Translation Bureau: Driving Mobilization Speaker: Lucie Séguin
	<b>WORKSHOP</b> / Using LinkedIn to Build Business Relationships Formateur : François Bernier
2:30–3:00 p.m.	Break, visit of exhibitors' booths and networking
3:00–4:00 p.m.	<b>BREAKOUT SESSION</b> / Staying Connected to Quality Speaker: Betty Cohen
	<b>BREAKOUT SESSION</b> / The Professionalization of Community Interpreting and Resulting Challenges Speaker: Johanne Boucher
4:00–5:00 p.m.	<b>CLOSING ADDRESS</b> / Reading Between the Lines Speaker: David Goudreault
5:00–5:25 p.m.	<b>CLOSING REMARKS</b> from Sébastien St-François and Donald Barabé, President of OTTIAQ

The conference, including training sessions, will be held entirely online. You no longer have to pre-register for individual sessions, so you can choose which talks and training sessions to attend the day of the conference. If two events that interest you are being held at the same time, don't worry! Recordings of all talks and training sessions will be available in the two weeks following the conference.

## KEYNOTE ADDRESS

# An Interview with Canadian Diplomat Louise Fréchette, Former United Nations Deputy Secretary-General

**Speaker:** Louise Fréchette

**Facilitator:** Catherine Zekri, Certified Translator



## BIO

A Canadian diplomat with a lengthy political career, **Louise Fréchette** was United Nations Deputy Secretary-General under Kofi Annan from 1998 to 2006, after serving as Ambassador and Permanent Representative of Canada to the United Nations from 1992 to 1995. Before that, Ms. Fréchette was Deputy Minister for the Department of National Defence (1995–1998), Assistant Deputy Minister for the Department of Finance (1994–1995), Associate Deputy Minister for Economic Policy and Trade Competitiveness (1991) and Associate Deputy Minister for Latin America and the Caribbean for the Department of External Affairs and International Trade (1988–1991). Between 1971 and 1985, she completed many diplomatic missions for the Department of External Affairs in Ottawa, Athens, Geneva and Madrid, and was named Ambassador to Argentina, Uruguay and Paraguay in Buenos Aires (1985–1988).

A Distinguished Fellow of the Centre for International Governance Innovation in Waterloo, Ontario, Ms. Fréchette has received honorary doctorates from Saint Mary's University in Halifax (1993), Université Laval (2000) and the École National d'Administration Publique (2007), which attest to her extraordinary career. She is a member of the Pearson Peacekeeping Centre Board of Directors, a vice chair of Care Canada, and a member of the Global Leadership Foundation. Ms. Fréchette is an Officer of the Order of Canada.

## SUMMARY

In this interview, Canadian diplomat Louise Fréchette will discuss her experience with the role of languages at the United Nations. This leading international organization serves as a point of connection between hundreds of diplomatic representatives and thousands of interpreters, translators and terminologists, all critical links in UN diplomacy.

Ms. Fréchette will provide us with an overview of multilingualism and the use of the official languages at the United Nations. She will focus on the resulting challenges for language professionals and representations, including the role of French as a working language at the Secretariat and as an official language in this parliamentary setting where English dominates as the common language. Topics addressed will include the challenges of interpreting and translating with English as the common language, the importance of understanding political dynamics, the centrality of UN jargon and the transformation of interpreting practices. After touching on linguistic equity and the prestige of the official languages, Ms. Fréchette will discuss the state of the world and emerging world order. Will the rise of a new global superpower lead to the emergence of a new common language? Ms. Fréchette will invite the audience to reflect on the prospects and challenges to come for language and translation on both a Canadian and international scale. The interview will be followed by a question period, during which attendees will be able to talk with Ms. Fréchette virtually by videoconferencing and messaging.

## BREAKOUT SESSION

# Terminologists: The Most Versatile Language Professionals

Length: 90 minutes

## Panelists:

**Nathalie Bonsaint**, Certified Terminologist, Language and Terminology Advisor, Radio-Canada

**Hélène Michon**, Certified Terminologist, Language and Terminology Advisor, Hydro-Québec, and member of OTTIAQ's Board of Directors

**Claude Brodeur**, Certified Terminologist, Terminologist and Language Advisor, Willis Towers Watson



## BIOS

**Nathalie Bonsaint** holds a bachelor's degree in translation from Université Laval and a master's degree in applied linguistics and terminology from Université de Montréal.

Ms. Bonsaint has been a language and terminology advisor at Radio-Canada since 2004. In this role, she manages Radio-Canada's linguistic and terminology database and advises writing staff on all French-language-related issues. Before working for Radio-Canada, she held various positions as a translator and revisor in the public and private sectors. Ms. Bonsaint is a member of Radio-Canada's terminology committee, the language officialization committee of the Office québécois de la langue française, and the Translation Bureau's Pan-Canadian Terminology Committee.



**Hélène Michon** has almost 40 years of experience in the language industry and extensive revision, writing, proofreading and terminology expertise. A language enthusiast, her main priorities are to maintain language quality and promote the importance of using proper terms and writing meticulously to the public. Ms. Michon has served on the Conference Program Committee since 2015 and the Terminologists' Committee since 2016. She has sat on OTTIAQ's Board of Directors since November 2016.



**Claude Brodeur** has served on OTTIAQ's Terminologists' Committee since 2016 and helps promote the profession at terminology-centred events.

Ms. Brodeur studied at Université de Montréal and holds a bachelor's degree in linguistics as well as a master's degree in applied linguistics with a specialization in terminology. She worked as a terminologist for many years before taking on revisor and manager-revisor positions at several major insurance companies including Manulife, Canada Life and Great-West-Life, as well as a large translation firm in Montréal. For over three years, she has served as language and terminology advisor in the linguistic services department at risk management advisory firm Willis Towers Watson.

## SUMMARY

For terminologists today, versatility is the name of the game! Terminologists' work is evolving for the better and is no longer limited to carrying out ad hoc and subject-specific research or creating term records. In the digital age, terminologists are called to extract terms from corpora, manage terminological databases, carry out post-editing, plan and lead workshops on topics such as language rules specific to journalism, and more. On top of conventional terminology activities, terminologists are now asked to handle matters involving the application of the Charter of the French Language, toponymy, gender-neutral and inclusive language, and job titles. They are also asked to evaluate tools for research and lexicography and provide terminological input and analyses, as well as work on special projects such as translation of Indigenous languages. During this presentation, three experienced terminologists will touch on each of these topics.

## BREAKOUT SESSION

# Training Language Professionals in the Era of Neural Machine Translation

Length: 90 minutes

Speaker: **Sylvie Vandaele**, Certified Terminologist, Certified Translator



## BIO

Certified terminologist and translator **Sylvie Vandaele**, Vandaele is a full professor at Université de Montréal, where she has been teaching biomedical and biotechnological translation since 2000. She has a state doctorate in pharmacy, a doctorate in life sciences (molecular pharmacology) and a master's degree in translation. A firm advocate of the importance of dialogue between academia and industry, Ms. Vandaele energetically combines her research and teaching, for which she received an excellence award in 2004. She ran *Meta* journal from 2008 to 2014 and has published extensively on various aspects of rhetoric and terminology in biomedicine and life sciences, including the metaphorical representation of scientific concepts. For the past few years, she has been especially interested in the historical dimensions of scientific translation and the pedagogical challenges brought about by technological innovation.

## SUMMARY

Since the advent of neural machine translation in 2017, questions surrounding language professionals' skills and training have again taken centre stage. How do we prepare new generations for the workforce and help language professionals evolve? Can we do better than "programming" ourselves to become "mere" posteditors? Isn't the idea of "post-editing" already outdated anyway? How do we develop "language experts" who can confidently present themselves to their clients? What will happen to specialized translation? What do firms require to be able to provide quality translations? What kinds of continuing education need to be made available? This session will take the form of a group discussion, as far as technology allows, and engage attendees directly.



## BREAKOUT SESSION

## Should I Freelance or Work In House?

Length: 90 minutes

**Speaker: Maria-Isabelle Noël**, Manager, Marketing and Administrative Translation, Gowling WLG

## BIO

As manager of an international law firm's marketing translation department in Montréal, **Maria-Isabelle Noël** oversees internal translation requests (marketing, administrative, IT, and HR). She supervises a small team of seasoned translators, manages the firm's linguistic projects and assigns and revises French and English document translations. She is also in charge of outsourcing projects involving other languages. Ms. Noël has worked in house for almost 20 years. She has translated for luxury jeweler Birks and television network TV5, as well as for the 2008 Olympic Games in Beijing, where she worked on site. She is fluent in French, English, Spanish and Italian and has some knowledge of German and Japanese. Maria-Isabelle has a certificate in civil law.

## SUMMARY

Should I freelance or work in house? We often imagine translators working at home all day in their slippers, isolated from clients that they never see. However, the reality can be completely different.

In our highly connected world, international corporations are aware of the importance of translating their documents into many languages, and in Quebec, using French is the law. To ensure consistency when it comes to terminology, have direct access to translators, and avoid high outsourcing costs, companies are hiring more and more in-house translators. Freelancing may have its appeal, but working in house for many different companies in unusual fields is not only exciting, but an excellent choice of career as well.

During this presentation, Ms. Noël will talk about her varied professional background, including her experiences working for a law firm, the luxury jewelry industry, the film industry and the Olympics. She will also discuss other industries in which translators can work in house, the benefits of working as an in-house translator, the assets and skills needed to succeed in house, and potential paths to becoming a manager. This presentation will also be aimed at interpreters.

Attendees are welcome to ask questions during the presentation. Ms. Noël will answer questions as they come up when it is appropriate and feasible to do so, or during the question period at the end.

## WORKSHOP

# Better Understanding and Redefining Our Clients' Needs

**Length: 90 minutes**

**Instructor: Claude Ananou**



## BIO

**Claude Ananou** has been a member of the Barreau du Québec since 1980 and has a university education in management, economics and journalism. He has been a full lecturer in HEC Montréal's department of management since 1998, teaching entrepreneurship, law and SME management for the BBA, DESS and MBA programs.

Mr. Ananou also teaches entrepreneurship at ESG Université du Québec à Montréal, IAE Université de la Réunion, INCG Sétif in Algeria and the University of Biskra in Algeria.

Mr. Ananou is often invited as a speaker or instructor to discuss entrepreneurship and creating companies. He has received many entrepreneurship awards from HEC Montréal, including an award for pedagogical excellence in 2010 and an award for pedagogical innovation in 2012.

He also received the Rossi award from the Académie des sciences morales et politiques of the Institute de France for his book *Réussir sa création d'entreprise – sans business plan*. In 2015, he was awarded second place for the CIDEGEF-FNEGE de l'Innovation Pédagogique en sciences de gestion award for his SynOpp approach.

Mr. Ananou has started and managed over ten companies in various industries in France, the Antilles and Canada. He has also served on many boards of directors and committees, including the Fondation de l'entrepreneuriat du Québec (2006–2018), the pedagogical committee of the École d'entrepreneuriat de Beauce (2012–2015) and the Académie de la franchise du Québec (2015–2017)

## SUMMARY

Above all, our business models must be connected to the needs of our current and future clients. However, these needs are growing increasingly complex and diverse and are constantly changing.

To better understand and identify these needs, we will use the need molecule development process based on the SynOpp approach, a three-step process that will help us present a suitable service offering.

During this workshop, participants will learn to master this process through a practical exercise.

## BREAKOUT SESSION

# Services of the Centre de transfert d'entreprise du Québec (CTEQ)

Length: 90 minutes

## Panelists:

**Vincent Lecorne**, President and Chief Executive Officer, Centre de transfert d'entreprise du Québec (CTEQ)

**François Beaulieu-Lauzon**, Lawyer and Partner at Tétréault Sauvé Lauzon

**Sylvain Caron**, directeur services-conseils et évaluations chez FBL

**Orest Lysymanko**, Manager, Advisory Services and Valuation at FBL



## BIOS

**Vincent Lecorne** was appointed President and Chief Executive Officer of the CTEQ by the Ministère de l'Économie et de l'Innovation in March 2015. He has a master's degree in SME management from Université du Québec à Trois-Rivières. Mr. Lecorne has been working in Quebec entrepreneurship for almost 25 years and has contributed to the development of a number of tools to help entrepreneurs of all backgrounds succeed in business. Most recently at the CTEQ, he set up a platform called INDEX to allow networking between owner-managers (assignors) and takeover entrepreneurs.

In 2016, inspired to take on the challenge of business transfer and takeover, Mr. Lecorne launched the Sommet international du reprenariat, an annual conference that has become a key event within the Quebec business community. Mr. Lecorne is recognized for taking a collaborative approach with his partners. He has applied the CTEQ's service offering to effectively meet Quebec businesses' needs.



**François Beaulieu-Lauzon** is a partner at Tétréault Sauvé Lauzon and practices business law. He advises SMEs on the legal aspects of their operations and represents their interests during negotiations, especially those concerning business transfer.



Since 2005, **Sylvain Caron** has been part of a number of investment projects, particularly relating to valuation and due diligence. He has worked on many valuation assignments for small to large businesses in various industries and has led continuing education classes for the CTEQ and the CPA Order for a number of years.



**Orest Lysymanko** is a certified professional business coach with over 25 years of management experience helping company directors and professionals achieve their goals and maximize their potential. His proven business coaching approach, ACTE, and strategic planning and business transfer program encourage business growth and foster a high-performance culture.

## SUMMARY

This presentation will cover the CTEQ's services and mission, with a focus on business transfer and the organization's tool for networking between business sellers (assignors) and acquirers (takeover entrepreneurs). The panelists will cite some of the industries in which the CTEQ operates and provide some statistics on successful networking in Quebec since 2015.

The second part of the presentation will include a testimonial and an example backed by a panel of experts composed of a CTEQ representative, a business valuator, a lawyer and a human resources specialist. The session will end with a question period.

## BREAKOUT SESSION

# Translating or Copywriting? Dare to Rephrase!

**Length:** 90 minutes

**Speaker:** **Marc Lambert**, Certified Translator, CPA Canada



## BIO

**Marc Lambert** is a translator-revisor and supervisor at CPA Canada in Montréal. He has worked at translation firms (including Multiscript – La Langagerie and Alpnet – SDL Canada), as a freelance translator, and as an in-house translator-revisor (Petro-Canada and KPMG). Mr. Lambert is also an instructor at Magistrad and has led “Translate in...” masterclasses in Quebec, France and the United Kingdom. He was also a speaker at the 2018 American Translators Association Annual Conference in New Orleans and the 2014 OTTIAQ Annual Conference in Montréal.

## SUMMARY

Are translators and copywriters fighting the same fight?

When the lines between copywriting and translation blur, as they do from time to time, we as translators are called to move beyond the careful, cautious, linear transfer of concepts from one language to another. When we try to follow a text to the letter—call it meticulousness or heavy-handedness—we can lose its spirit. Instead, we should be focusing on the intended reader: What are their expectations? How can we persuade them, inform them, connect with them, inspire them to action? If the thought of taking on an authorial role sends shivers down the spines of certain reluctant translators, they’ll just have to take the plunge, at whatever cost, to fully carry out the act of communication. The alternative is clinging to some niggling duty to “stay loyal” that may end up obscuring what really matters: the message’s function. As we turn to translation memories and machine translation to transfer information from one language to another, and as the act of translation itself becomes computerized, we will need to recognize the necessity of editorial adaptation in some communicative situations, for the profession’s very future.

**BREAKOUT SESSION (BILINGUAL PRESENTATION)**

Go Beyond Clickbait:

# Design, Build and Maintain a Network that Works for You

**Length: 90 minutes****Speakers:****Meaghan Girard**, M. Sc., Certified Translator, Traduction Meaghan Girard/Lecturer, McGill University**Stephanie Lamontagne**, Certified Translator, LAMTRA**BIOS**

Passionate, curious, and relentlessly driven, **Meaghan Girard**, M. Sc., C. Tr. has a closet full of hats—language professional, PhD student, OTTIAQ board member and volunteer, university lecturer, event planner, writer of things—and wears them all with gusto. Intrigued by the dynamics of an industry undergoing disruptive and exciting change, Meaghan completed a Master of Science in Administration at HEC Montréal, where she researched how the Montréal translation cluster could adapt to the new landscapes, markets and technological realities using a network analysis methodology. Her findings have made her more optimistic than ever about the future of the profession.



It was no surprise that certified translator **Stephanie Lamontagne** founded LAMTRA after graduating from Université de Sherbrooke. She showed signs of having an entrepreneurial streak from a young age, having managed her own children's entertainment company at 16. Over the years, she has worked for companies of various sizes and developed cutting-edge marketing expertise.

Stéphanie is incredibly involved and uses her passion to help her community. When she isn't volunteering to increase literacy, she's serving on an organization's board of directors or on several of OTTIAQ's committees

**SUMMARY**

Tired of articles promising 10 easy ways to make connections? Take your networking to the next level by learning the theory behind network structures, network interactions and knowledge sharing. Who are the different network actors, what roles do they play, and how can they help you—or your industry—adapt to disruption (neural machine translation, COVID-19)? How can you design your network to access information and resources both within and outside the industry?

After this macro-level overview, we will turn to some practical applications for language professionals. Once you've targeted valuable additions for your network, how do you approach them? When and how do you invest in authentic relationships? What's the tangible value of volunteering? What's the interest in joining the board of directors of a circus group? And then, once you have that perfect network, how do you maintain it?

This conference ends with a hands-on activity that brings together theory and practice. Participants will be taken out of their comfort zones (the language industry) in order to approach networking differently. Participants will leave the conference with a new understanding of networking and concrete skills to make useful connections inside and outside the language industry.



## WORKSHOP

# Negotiating for a Better Life

**Length: 90 minutes****Instructor: Yves Lussier**

## BIO

**Yves Lussier** is a certified industrial relations counsellor (CRIA) with decades of experience in labour mediation and investigation for various organizations, including the Commission des normes du travail, the Commission des droits de la personne and the Tribunal administratif du travail, as well as in private practice.

Mr. Lussier has worked with *Écriteau*, the journal of the Quebec professional order of CRHAs and CRIAs, Devost-Lussier et ass., Édidroit ltée and Éditions Yvon Blais to draft documents and texts on conflict resolution and human rights. He has been certified as an instructor by the Ministère du Travail, de l'Emploi et de la Solidarité sociale and is a lecturer for Master's-level classes at the Université de Sherbrooke. He has also trained mediators and investigators for government agencies. Mr. Lussier gives lectures for various professional orders and provides in-house training on various topics including negotiation and dispute and conflict resolution, time management, and interpersonal communication in the workplace.

Mr. Lussier currently works in labour investigation and mediation, with a focus on psychological harassment, discrimination and cultures of violence in the workplace, as well as training on dispute and conflict negotiation, prevention and resolution.

## SUMMARY

In this workshop, you will learn about the practical side of the art of negotiation to improve, refresh and transform the dynamics of seemingly difficult situations by finding different angles that benefit everyone involved. The key is learning to identify and take advantage of opportunities for change rather than seeking to conclude transactions and relationships.

In just 90 minutes, Mr. Lussier will invite you to discover a new way of looking at things. Will you accept? It's up to you—from now on, every change is yours to make!

## BREAKOUT SESSION (BILINGUAL PRESENTATION)

# Connection as a Business Model

Length: 90 minutes

**Speakers:**

**Antoine Raimbert**, Certified Translator, Cartier et Lelarge, and **Judy Murphy**, Certified Translator



## BIOS

**Antoine Raimbert** is a certified translator and CEO of Cartier et Lelarge Inc., a translation firm based in Montréal. After beginning his career as a legal practitioner in France, he crossed the Atlantic and discovered his vocation as a translator, particularly in the fields of economics and finance, in which he continues to translate and revise. He holds a master's degree in public law, and certificates in translation I and II from Université de Montréal. He has also successfully completed the CSI Canadian Securities Course. Antoine has worked on OTTIAQ's committee dedicated to raising the status of the professions. He is an OTTIAQ mentor and is involved in OTTIAQ events (conference, Mentorat Express, etc.). His entrepreneurial spirit has developed over time through a successful succession plan completed within the firm. Today, he is responsible for strategic development, recruitment, training and business development. Married and father of four daughters, he loves sports, reading, "bandes dessinées," road trips and hiking.



**Judy Murphy** is a certified translator, reviser and partner at Cartier et Lelarge. Originally from Victoria, British Columbia, Judy moved to Montréal in 2009 to study translation after completing her bachelor's degree in French literature at the University of Victoria. She spent the next three years honing her craft, earning a certificate in translation from McGill University in 2010 and a graduate diploma in translation from Concordia University in 2012. During her studies she completed an internship at Cartier et Lelarge, where she is now in charge of English translation and revision, business development, marketing, social media, and training for new employees and interns. Passionate about helping others in her field, she is also the president of OTTIAQ's Programme d'aide aux langagiers and has plans to mentor new translators for OTTIAQ certification. Judy is married with a two-year-old son and loves people, weightlifting, running, cooking and reading.

## SUMMARY

Connection is central to our firm's business model, and it's about much more than technology and all things virtual. Connection is not just a tool or solution—it's an end in itself. Everything depends on it: our well-being, our collective efficiency, our profitability, our collaborative leadership, and above all, the quality of our translations. We'll be discussing connection-building questions such as how is your energy level at the start of this meeting? Should we speak on Zoom, on the phone, or in person? Did you contact the other translator who is translating this project with you? Did I remember to turn off email notifications during my day off? Are you going to attend the next conference? We'll also be talking about personal and professional connections, the right to disconnect, non-violent communication, and the importance of communication for translation projects, drawing from our own examples and experiences as well as dialogue with participants. Whether you're a freelancer or manager, whether you're looking for direction or development, whether you're in isolation or not, we invite you to join in this conversation on the importance of connection in our personal and professional lives.

## BREAKOUT SESSION

## Balance in Interpreting

Length: 90 minutes

## Speakers:

**Lyne Gargano and Stéphanie Luna**, community and conference interpreters, Service d'interprétation visuelle et tactile (SIVET)

## BIOS

**Lyne Gargano** has been a French-Quebec Sign Language interpreter for over 30 years. She is currently an interpreting services advisor for the Service d'interprétation visuelle et tactile (SIVET). She is an experienced community interpreter and has also worked in legal and conference interpreting.

**Stéphanie Luna** is a biomedical sciences doctoral candidate in the faculty of medicine at Université de Montréal and has been a French-Quebec Sign Language interpreter for four years. She works in community interpreting, and part of her thesis explores how age affects the cognition of sign language users, including interpreters.

Ms. Gargano and Ms. Luna have developed a workshop for interpreters in all industries to show how interpreters' performances are affected by the relationship between challenge and skill level, and how a perfect balance between these two factors leads to an optimal work experience.



## SUMMARY

Simultaneous interpreting places interpreters in demanding situations with many constraints. Sign language interpreters are no exception (Dean and Pollard, 2001). Interpreters' performances can be impacted by various kinds of stress: emotional, psychological and physical. How can we find a balance between interpreters' skill levels and the amount of challenges they face? According to the "flow experience" theory (Csíkszentmihályi, 1975), a perfect balance between these two factors leads to an optimal working experience for the interpreter, during which they are completely focused, in control of their task, and fully satisfied with their performance. This session will begin with an overview of the mechanisms of performance psychology and how they apply to the field of interpreting.

It will then cover the challenges unique to sign language interpreting, which will be divided into two categories: intrinsic and extrinsic. The concept of skill level will be treated as a continuum affected by the plurality of real-life situations. The interaction between challenge and skill level will segue into the flow model and the advantages of finding oneself in overchallenging or underchallenging situations. Finally, personality traits, specifically perfectionism (Schwenke et al., 2014), and coping mechanisms for stress (regardless of their effectiveness) will be proposed as possible reasons for the individual variability of interpreters' experiences. The session will conclude with a discussion of potential solutions.



## BREAKOUT SESSION

# The Translation Bureau: Driving Mobilization

**Length: 90 minutes**

**Speaker: Lucie Séguin**, CEO of the Translation Bureau



## BIO

As Chief Executive Officer of the Translation Bureau, **Lucie Séguin** oversees all the Bureau's translation, interpreting and terminology services for federal departments and agencies and the Parliament of Canada in both official languages and more than 100 Indigenous and foreign languages. Her main mission is to continue making the Bureau a centre of excellence in linguistic services for the Government of Canada and a frontrunner in the adoption of artificial intelligence. Ms. Séguin has a bachelor's degree in education, a master's degree in public administration and certification from Chartered Professional Accountants of Canada.

## SUMMARY

Several years ago, the Translation Bureau brought its relationship with the Canadian language community back to the forefront of its activities. Since then, the Bureau has positioned itself as a rallying organization whose mission is to ensure the well-being of all stakeholders.

As a linguistic services provider with a direct link to federal decision-makers, a main industry client, and an influencer of Canada's linguistic duality, the Bureau is at the confluence of the language industry's driving forces. As technology advances and the pandemic demonstrates, more than ever, the importance of rapid, multilingual communication for today's governments, how will the Bureau use its key position to encourage mobilization?

It is against this backdrop that Lucie Séguin will discuss her organization's activities. Drawing on the Bureau's clear vision, she will review technological challenges, discuss the impact of the COVID-19 pandemic and provide a picture of the collaborative initiatives that are key to the Bureau's plan for the future. With compelling examples of the Bureau's efforts to support the next generation of translators, interpreters and terminologists, advance Indigenous languages and come to a consensus on procurement methods and the use of new technologies, Ms. Séguin will illustrate how open dialogue can lead to meaningful results.



## WORKSHOP

# Using LinkedIn to Build Business Relationships

**Length: 90 minutes**

**Instructor: François Bernier**



## BIO

**François Bernier** helps B2B companies use LinkedIn to build relationships with key players in their markets. His company, Horizon B2B, has developed a number of channels and strategies to help clients build large, engaged communities and get to know the business owner behind the business.

This approach is what Mr. Bernier calls human-to-human networking, which is like attending a huge networking event, but online, with thousands of ideal clients and partners. In B2B, clients do business with human beings, not brands.

Mr. Bernier founded Horizon B2B after learning from his own entrepreneurial experience that building solid business relationships is the key to B2B companies' success. He developed a highly effective LinkedIn-based digital strategy to help business owners form strong, long-lasting connections with key players. His strategy has helped many business owners form worldwide connections.

## SUMMARY

LinkedIn is the largest growing professional network in 2020. Now's the time to develop your B2B strategy and get ahead of your competitors!

To help SMEs grow and network effectively, Horizon B2B has designed a strategy that uses LinkedIn to accelerate their development.

Its four-step approach helps clients turn LinkedIn into a business opportunity:

- Understand the psychology of LinkedIn users
- Optimize LinkedIn profiles for search engines (SEO)
- Approach target customers in times of crisis
- Automate business processes to target markets

Participants will learn how to build a personal and attractive brand image on LinkedIn, how to establish advanced methods to target key decision makers in their market, how to develop an impressive professional community, and more.

## BREAKOUT SESSION

## Staying Connected to Quality

Length: 60 minutes

Speaker: **Betty Cohen**, Certified Translator

## BIO

Over the course of her career, **Betty Cohen** has worked as a salaried translator, freelancer, owner of a micro business and manager of a medium-sized firm. For the last 15 years, she has been the partner in charge of Linguistic Services at PricewaterhouseCoopers Canada. She specializes in financial translation, specifically economics and securities.

Ms. Cohen is OTTIAQ's founding president and was also treasurer and then president of the International Federation of Translators. She currently serves on OTTIAQ's Committee for the Reservation of Professional Translation Activities and Certification.

## SUMMARY

As technology advances, translation needs are advancing too, and machine translation is taking on a greater and greater role in our work. Yet we are already seeing the emergence of a translation language, whose syntax is calqued on the source language and insidiously infiltrating into the target language. Though linguists have begun studying this phenomenon, we as translators are the first to be affected and have primary responsibility. As our processes change, and we rely more and more on translation corpora and machine translation, how can we preserve language quality in the translations we deliver? How can we stay connected to our languages, with all their nuances and expressions? This presentation will invite attendees to make observations and consider approaches and solutions.

## BREAKOUT SESSION

# The Professionalization of Community Interpreting and Resulting Challenges

**Length: 60 minutes**

**Speaker: Johanne Boucher**, Certified Translator



## BIO

**Johanne Boucher** was named an honorary member of OTTIAQ in September 2019. She has provided the Order with long years of service: as president from 2000 to 2003, as executive director from 2010 to 2016, and as a member of the Board of Directors from 2003 to 2010.

Over the course of her translation career, Ms. Boucher worked as a translator, translation manager and marketing program manager at IBM Canada Ltd. for 20 years, as head of linguistic services at Radio-Canada for two years and as head of translation services at AMEX Canada for 12 years.

Ms. Boucher was also secretary, vice president and president of the Association des conseils en gestion linguistique in the 80s and 90s, vice president of the Canadian Translators, Terminologists and Interpreters Council from 2000 to 2003, and founding member and president of the Language Industry Association of Canada from 2003 to 2006. She is still an active member of OTTIAQ, where she chairs the Training Committee and leads the Working Group on Community Interpreting.

Ms. Boucher has a bachelor's degree in translation from Université de Montréal and has been a certified translator since 1981.

## SUMMARY

As a Quebec professional order, OTTIAQ has one mission and one mission alone: to protect the public. The Order fulfils this mission by enforcing rigorous certification criteria, ensuring that members comply with the Professional Code, the Code of Ethics and all of the Order's regulations, and supervising the practice of the profession through the professional inspection program.

In the field of community interpreting, each of these requirements poses its own challenge. The Office des professions du Québec (OPQ) is concerned about the fact that the majority of people requiring the services of a community interpreter are immigrants who do not know either of Canada's official languages. To find solutions to the government's concerns, OTTIAQ set up a working committee on community interpreting. The working group's mission is to provide an overview of the community interpreting situation in Quebec and propose approaches to the OPQ's requirements for integrating community interpreting service providers into the Order.

In her presentation, Ms. Boucher will present the working group's research findings and the challenges that OTTIAQ must overcome to integrate community interpreters (skill assessment, implementation of continuing education programs, and improvement of working conditions to ensure delivery of professional-quality interpreting services). She will also discuss the various solutions proposed by the working group, which are to be presented to the OPQ and government departments directly affected by issues related to community interpreting.

## CLOSING ADDRESS

## Reading Between the Lines

Speaker: David Goudreault



## BIO

**David Goudreault** is a novelist, poet and social worker. As the first Quebecer to be awarded the world poetry cup in Paris in 2011, David uses literature to encourage expression and empowerment in schools and detention centres in Quebec, particularly Nunavik, as well as in France. In 2012, he received the Médaille de l'Assemblée nationale du Québec.

David has released the albums *Moins que liens* (2009), *À profonDire* (2011) and *La faute au silence* (2014). This last album includes collaborations with Grand Corps Malade and Kim Thuy. He has worked as a lyricist with artists including Luce Dufault, Louis-Jean Cormier, Forestare, Florence K., and Richard Séguin.

His first poetry collection, *Premiers soins*, was published in 2012. It was followed by *S'édenter la chienne* in 2014 and *Testament de naissance* in 2016. In 2017, he received the *Lèvres urbaines* award for the quality of his work. In 2015, he published *La bête à sa mère* (*Mama's Boy*) through Éditions Stanké. In addition to being named a finalist for the Ringuet award from the Académie des lettres du Québec and the Prix littéraire France-Canada, the novel received the Prix des nouvelles voix de la littérature and the Grand prix littéraire Archambault. David's second novel, *La bête et sa cage* (*Mama's Boy Behind Bars*), came out in 2016. The final book in the trilogy, *Abattre la bête*, received four stars from *Le Devoir* and glowing reviews when it came out in 2017. His most recent novel, *Ta mort à moi*, has garnered high praise from readers and critics alike.

David will be presenting his one-man show *Au bout de ta langue*, a celebration of Quebec literature that received many awards (*Radarts*, *Accès-Culture*, *ROSEQ* and *Étoiles Stingray*) at the 2018 Bourse RIDEAU and has been performed over 250 times in theatres and schools in Quebec, France and Tunisia.

## SUMMARY

David has a special surprise in store for the participants of OTTIAQ's first virtual conference. Attend the closing address on November 6 to find out what it is!

## 2020 Conference Fee Schedule\*

<b>Members and certification candidates</b>	<b>\$245</b>
<b>Recent graduates</b>	<b>\$120</b>
<b>Members 65 and over</b>	<b>\$195</b>
<b>Members no longer practising</b>	<b>\$120</b>
<b>Registered students</b>	<b>\$75</b>
<b>Students**</b>	<b>\$100</b>
<b>Members of a partner association</b>	<b>\$260</b>
<b>Non-members</b>	<b>\$295</b>

\* Taxes extra. Registration is valid for all workshops and breakout sessions on November 5 and 6, 2020.

\*\* If you are a student and not a member of OTTIAQ, please email Lynda Godin (lgodin@ottiaq.org) before registering for the conference. You must attach proof of your student status.

Up to 16 days before the event, you may transfer your registration to another member or non-member, as long as you pay any difference in price.

If you cancel at least 16 days before the event, you may defer the full registration fee to another OTTIAQ event.

If you do not transfer or defer your registration, you may obtain a 75% refund if you cancel at least 16 days before the event.

We cannot offer a refund if you cancel your registration less than 16 days before the event.

Under OTTIAQ's voluntary professional development policy, members who attend the conference will receive credit for 4 hours of training.

Registration: LINK COMING SOON.