



# I Think, Therefore I Ad

M'inscrire



Friday, November 8, 2019, 9 a. m. to 12 p. m.  
Deadline for registration: October 31, 2019

## Où?

Siège social de l'OTTIAQ  
2021, avenue Union, bureau 1108  
Montréal (métro McGill)

Heures reconnues : 3 h

## Droits d'inscription

Membres : 129 \$  
Candidats à l'exercice : 129 \$  
Étudiants inscrits : 64,50 \$  
OTTIAQ-mentorat : 64,50 \$  
Membres de 65 ans et plus : 64,50 \$  
Membres d'un organisme partenaire de l'OTTIAQ : 129 \$  
Non-membres : 219 \$

## Description

Advertising is a special challenge for translators that brings a unique set of skills into play. If it's not your field of specialty, you may struggle when you encounter texts that need a marketing twist.

We'll start our workshop with pointers on how to hit your creative sweet spot. Next we'll divide into small groups to try our hand at identifying problems in translated ad copy and suggesting solutions. Then we'll work on a few slogans once we're limbered up.

Some of the materials will be provided the week before so you can work on them ahead of time.

## Trainer

Grant Hamilton, C.Tr.



A certified translator and graduate of Laval University, Grant Hamilton owns and manages Anglocom, a Quebec City-based agency. Grant is a regular workshop presenter for OTTIAQ and other translation organizations. In 2009, the American Translators Association honored him with its Alicia Gordon Award for Word Artistry in Translation. For six years he taught French-to-English advertising adaptation as part of the translation certificate program at New York University and today regularly organizes training conferences for translators. Grant's commitment to education and training is also apparent on his Twitter account, @anglais, which offers twice-daily English writing and translation tips to thousands of followers.