1. Where are we? Where do you fit in?
2. Web-conferencing platforms vs. RSI
3. Your home base studio
4. Industries using RSI & Marketing
Objectives

Understand the timeline since CoVid

Recognize where you are in that timeline, and what are the stages ahead

The sweet spot: Overlap of linguistic, technological, marketing and new skills
About uniVerse.

- Founded 2005 – Full service language agency
- 2008 – Transforms into conference interpreting service and equipment provider
- 2011–2020 – Expansion of inventory, staff, client base
Remote Simultaneous Interpreting
Remote Simultaneous Interpreting
Boston, New York, Washington DC, Atlanta, Orlando, Miami, New Orleans, Houston, Dallas, Chicago, Minneapolis, Las Vegas, San Diego, Los Angeles, San Francisco, Seattle
March 2020
Where are we?
FROM THE OLD NORMAL TO THE UNKNOWN

OH GOODNESS!
THIS IS FOR REAL
What do I do now?
Reactive mode.
Anger, shock, depression.

I GOT THIS! (I think...)
Acceptance, commitment, adaptation.

BLISS...
Risk-Taking and Creativity.
Lessons learned used to reinvent ourselves.

THE AGE OF INNOCENCE
VACATION!
We will be out of this in no time!
Stage 1

It is now safe to move to Stage 2
Stage 2. This is for Real!

DO:

- Watch all the free webinars (AAIT, Cross Cultural Communications, ATA, NAJIT, Interpreter Education Online, AIIC)
- Enlist a partner(s) to learn and practice together
- Learn how to setup and manage Video-conferences (Zoom, GotoMeeting, Webex)
- Learn how to work remotely with:
  1) Zoom with interpreting add-on, 2) Two parallel chatrooms 3) RSI platforms
- Set-up your PROFESSIONAL remote workstation. Practice in front of the camera (record yourself)
Stage 2. This is for Real!

DO:

- Learn how interpreting equipment can enhance your virtual services
- Update your smart phone & get useful Apps to Sign and Scan Documents with your phone
- Learn how to use voice to text functions with your phone, voice-notes, multi-person calls, create group chats.
- How to take screenshots with phone & computer
- Learn how to use large file transfer sites, and how to use Google Drive to share documents
- Learn how to setup a virtual backdrop
- Get virtual payment options (Zelle, Paypal, Venmo, ApplePay, Samsung Pay, LawPay)
- Update your business cards, title, website
- Update your contract to include virtual interpretation, and to include new liability and recording disclaimers
Stage 2. This is for Real!

Do:
Perfect your Linguistic skills
- Refresh your interpreter or translator skills
- Take a professional class
- Study by yourself (self study programs, videos, tutorials online)
- Study for a test to get a new certification

Do:
Start that activity/project/career that you always dreamed of doing, but never had time to do.
Stage 3. I got this.

- START PROMOTING YOURSELF! AND NOW... THE WORLD IS THE LIMIT!
- Ready to start networking, talk with colleagues to find out what works for them.
- Become member of professional organizations such as AAIT, NAJIT, ATA, AIIC
- Consider co-advertising, share expenses with colleagues.
- Consider marketing outside of your physical territory.
- Think if social media marketing is appropriate
Stage 4. Bliss...

What some are calling "The New Normal".

- We have reinvented ourselves
- We are comfortable with the new way to provide services and the new workplace
- More on this topic on the next Webinar ("The Crystal Ball")
Skills for Interpreters
Post Co-Vid

- Linguistic
- Technology
- Networking/Marketing
Giovanna Serrano

Get in touch!

USA +1.770.650.0010
Toll-Free 1.888.731.7609

gserrano@universelanguage.com
 universelanguagesolutions
 universelanguagesolutions
 universelanguagesolutions

www.universelanguage.com
www.sociallydistantmeetings.com
www.RSIIInterpreting.com