

Breda keynote

2.

So guys ... why was it that the girls always fell for the bad boys at school? And why do the media always write about the depressing people and the bad news, the fake news?

3.

We live in incredible times!

Well, I'm fed up of giving them airtime – let's look at the good times. Life is so exciting! So much is going on! And things are changing so quickly!

4.

“There will be more change in next ten than the last 250 years.”

Talking of change ... this was spoken at a conference I attended (at an investment bank!) a month ago.

It sounds kinda outrageous, but Professor Fisk is about my age, i.e. an old, grey man! So this is most probably a conservative figure.

5.

To give you an example ... I asked at my last keynote in Belgrade in November 2017, the birthplace of Nicola Tesla:

“Hands up who would buy one of these in five years' time?”

But after last week's ruling in Leipzig and Stuttgart I was obviously much too conservative. I should have said two years 😊

Apparently, Hamburg has already ordered the necessary road signs, and the market is talking about the prices of diesel driven cars falling by 20% already this year.

The German car manufacturing industry is in fact an excellent example of how dangerous it is to hang on to old ways of doing things; an old mindset. Dear Chancellor Merkel is quoted as saying in 2017 that there will be diesel engines in a 100 years' time. She has done the industry a terrible disservice and now the Germans are behind the Chinese, the Swedes, the Americans ... basically everyone – in the race to manufacture tomorrow's car.

6.

Bill Gates

We should never be intimidated by change because it brings with it a wealth of opportunity.

7.

Martin Luther

Don't be afraid – think big. To dream – because it is the dreamers, the visionaries that drive us on, inspire us to embrace change.

8.

JFK

There is more computer power in your smartphone than in the Apollo space rocket that inspired an entire world with their one small step for man, one great step for mankind!

Put a man on the moon by 1968. And he did.

9.

Mitterrand and Kohl

These two stopped a 1,000 years of European warfare!

10.

Gandhi and Gorbach

Courage is also an amazingly important ingredient.

These two had the personal courage to bring down empires with words, not weapons.

Do you have the courage to end the tyranny of word counts and CAT rebates?

11.

Steve Jobs

It's just a computer, goddammit! But Jobs turned something you work on into a work of art. Using an Apple computer or phone is now more a statement of who you are than what you do.

12.

Jochen Hummel

And in our own industry, Jochen Hummel changed forever what we think about CATs.

He helped transform what was essentially a cottage industry and put all of us that sat at home as freelance translators on the business map.

13.

Where are today's dreamers?

So, rather than reading endless articles about the bad guys or complaining about our industry, how about thinking positive?

One can sometimes get the impression from the media that the bad guys have won. But of course, they have not! There are plenty of modern-day dreamers.

14.

Elon Musk puts a Tesla in space, and says he'll put a man on Mars by 2024 and have a city there with a million inhabitants within the next 50 years.

15.

Stronger than any #MeToo campaign – Malala Youafzai (you have si)

Nobel Peace prize in 2014.

Malala has a dream: Education for all

“Education is neither Eastern nor Western, it is human.”

16.

Jack Ma

Co-founder and executive chairman of Alibaba, Jack Ma, said something really exciting at Davos back in January this year ... nationalist, short-sighted politicians getting us nowhere. Business also has to take the lead in saving our planet.

And here lies an interesting lesson for all of us: Doing Better Business. Doing the right thing doesn't mean you can't also earn money. The one does not negate the other.

17.

Rutger Bregman

I have also been inspired by someone from your neck of the woods: a 30-year old historian – already available in 20 languages – anyone here translate his book?

His TED Talk, *Poverty isn't a lack of character; it's a lack of cash*, was listed as one of the top ten of 2017.

This builds directly on Gandhi's: “Poverty is the worst form of violence.”

In September 2017, Bregman said that to move forward, a society needs dreams, not nightmares.

18.

Weighing your words carefully

The future of translation?

So, working as we do at the very heart of global communication, who thinks the name of the game is “same, same” for spoken and written language services? Who thinks, for example, that translation will be bought by the word in 2025?

I worry about us, I really do. All this change, and we are still haggling over the price – of a word! It's a poor vision – not a dream, it's a nightmare 😞

The challenge for our industry is exactly the same as for the car industry: we need to gear up to meet the challenge of tomorrow's market while continuing to generate revenue from our current setup.

19.

Where is the sense of urgency in the language industry?

Are we a bunch of lemmings, repeating the same errors again and again? Will we continue to basically complain about everything until someone from outside the industry come along and changes the game without asking us?

20.

And where's the fun?!

If there's one thing that the Millennials have got right it's that they don't want to work in a job that's not fun. Loosen up people – enjoy what you do 😊

21.

The next big thing

OK ... other than flying to Mars and working 15 hours a week, what major global trends are going to impact our role helping the world to communicate?

22.

Empowerment

As much as possible needs to be made available to as many as possible – as conveniently and securely as possible. And in their language. 99.99% of everything is only available in one language. That just has to be an opportunity for us to find new markets!

23.

Blockchain technology

Trolls continue to flourish – but their lives would be close to impossible if the internet were based on blockchain technology – where every single piece of data could be traced to its origin. Blockchains will come to dominate everything! Including the language industry.

24.

Word Waves

What, for example, if you didn't sell by the word, but every text you wrote was uniquely tagged in a block chain ... and every time that text was recycled somewhere on the Internet, a fee was sent to your account? Like royalties on a song!

25.

Size doesn't count – this is new for me ... there is space for all of us to do our own thing. We just need to find out what that is!

26.

If your idea, your dream, is right, then small is beautiful

Whatsapp: 19 guys, 2 years, no profit – sales label \$19 billion

Lowest market share gives highest profits – Porsche

I read for example that it's not just Microsoft and Sears that allow their customers to pay with bitcoins – so does Tattoo Liz in Copenhagen!! It's an interesting thought that a little hummingbird tattooed on the ankle of a woman in Denmark could herald the beginning of the end for the bank sector as we know it today 😊

Our industry comprises 1,000s of small companies – those companies have to think how to unlock their padlock to a remunerative future!

27.

Power of communities

One way of doing this is by working together. I have been preaching this for years now. As individual companies or freelancers, leverage more power thru associations such as VViN. You are the small fish here – the shark is Lionbridge 😊

28.

Horizontal markets

Moving into horizontal markets

Uber eats

Volvo electric + share + driverless + services

It's not just talking about dropping the combustion engine, but about cars that drive themselves – and car sharing, a no brainer in the light of the sharing society trend.

Connectivity and in-car services. You leave work and your car is already washed, fuelled, and you have groceries in the boot.

29.

Platform, global

Platform companies are all about creating a marketplace of balanced buyers and sellers:

Uber needs drivers and those who wish to be driven

AirBnB needs people who want to let out their homes and people who wish to let them

30.

50% of Europeans only speak one language

31.

Platform companies thriving in the US and China. Why? No language issues.

Spotify is just one of very few European-based platform companies.

How about the VViN or perhaps the EUATC building the mother of all community platforms and linking it to Reddit or Facebook or eBay or any of a thousand chat sites? Why should, for example, an LSP have a contract with Facebook or Google? Why can't it be a platform-run association?

32.

Ideas and networks

Translation and interpreting organisation have the networks – where are the ideas? Find the people with ideas, not old translators who are still complaining about the introduction of CAT tools!

From capable and experienced to talented and a kick-ass imagination

And remember: Technology is not interesting in itself – it's how it helps us to solve a problem.

33.

What to do?

And whatever you do, don't wait as long as Hamlet because that'll kill you ;-)

34.

Zuckerberg's move fast and break things

Take a leaf out of another young man's book instead: Mark Zuckerberg encourages us to break things. And quickly!

What would you do if you could start from scratch? On Monday? If there were no hindrances, how would you build up your company so it was ready for the 2020s?

35.

Business was king; consumer is king

As Shakespeare wrote: "Uneasy lies the head that wears a crown."

But the crown here is not a symbol of how lonely it is to be the CEO of an LSP 😊

No, no – it's to remind you that the consumer is king.

One mention on Twitter by a famous blogger took 2 billion dollars off the share price of Snapchat.

Remember this when you make a decision about how to move forward.

36

Ocean Waste plastic is the new Black

Doing better business!

Could we make terminology the new Black in the translation industry?

37.

IoT

The internet of things; the automation of everything.

The potential for new opportunities in the scenario represented here are almost infinite! Also in the language industry! Every little thing in your house, on your wrist, at your place of work, is going to be guided via the IoT, and all in YOUR language.

I have ordered a new car – an electric car, of course, to replace my green diesel Mini Clubman! And I will be able to speak to it, in English, via my Google Assistant. But what about the Danish version? Or the Dutch version? What if one of you here went to Google and said we will fund the Dutch version of Google Assistant and take a share of the profits if it is used?

38.

Fremiums

Last year the Jio phone in India took 83% of the market ... in 3 months!

39.

Websites only? Why? No-one is reading your texts

The trend is towards video. In fact 85% of internet content is in form of videos

40.

Speak to me!

Speech-to-text has improved threefold. In the last 12 months. Are you looking into this?

41.

Keyboard

42.

A few more Ideas

- A QA service in your language
There is a consensus around an inevitable move from segments to shorter/smaller chunks of

text data = translation memories will become redundant and it will be a case of subject experts reviewing texts coming out of NMT at an hourly rate. Word rate and CAT rebates = all our yesterdays!

If I want a file or document translated, I want to upload it to some portal. I'd want it Machine Translated and I'd want to see if it's "Good enough" for what I need it for. If not, I want to pay for it to be improved.

- Your community creates *the* semantic memory for your language
- Create *the* marketplace for Language X
- Become the experts in providing language X for *fridge-and-freezer* IoT projects
- Do some sentiment analysis of a client product based on language and offer to pay all localisation and marketing costs ... for a share of future profits
- As an LSP, don't sell words, sell solutions and ideas

43.

Sell multilingual intelligence, not the T word

44.

My quote

Stay upbeat – look for opportunities, not problems!

45

Your clients are listening to their version of me!

They don't want to hear about how your quality, price, and service are better than mine. We all use the same translators!

Surprise them, inspire them, get them excited about multilingual communication.

Help them to dream!

Hjerup, Denmark, 8 March 2018

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