

# Agenda Localization Roundtable Chautauqua

## Day 1

Time	Topic	Facilitator
9:00-10:00	Introduction and Logistics <ul style="list-style-type: none"> <li>• Housekeeping &amp; Welcome</li> <li>• Worksheet for participants</li> <li>• Topics for open sessions</li> <li>• State of the industry from participants</li> </ul>	Karen
10:00-10:45	Questions re AI: <ul style="list-style-type: none"> <li>• Replace humans?</li> <li>• Take jobs away?</li> <li>• Obsolete roles</li> <li>• Customer expectations?</li> <li>• Solve quality issues?</li> <li>• How to help industry colleagues with transition</li> </ul>	Lyena
10:45-11:00	Break	
11:00-12:00	AI use cases/solutions <ul style="list-style-type: none"> <li>• Examples from Smartling</li> <li>• Participants: implementations?</li> <li>• New shiny object: companies issue AI mandates. How can L10n help, ensure it works?</li> </ul> Challenges <ul style="list-style-type: none"> <li>• Problems no one has solved yet?</li> <li>• Problems introduced by AI?</li> </ul> What does AI mean for the industry? <ul style="list-style-type: none"> <li>• Risks</li> <li>• New talents to recruit</li> <li>• New skills to build</li> <li>• New business models to consider</li> </ul>	Aisling Lyena
12:00-1:00	Lunch	
1:00-1:15	Vote on topic for open session	Karen
1:15-2:00	Data <ul style="list-style-type: none"> <li>• Differences buyer vs supplier sides. What kind of data?</li> </ul>	

	<ul style="list-style-type: none"> <li>• KPIs that are important for our businesses? Differences/similarities between buyer and supplier sides?</li> <li>• KPI's centering around quality?</li> <li>• What about the business side for buyers?</li> </ul>	Rain
1:00-2:45	Quality evaluation <ul style="list-style-type: none"> <li>• Case study</li> </ul>	Lyena
2:45-3:00	Break	
3:00-3:45	Check-in on goals from worksheet	Lyena
3:45-4:30	Open session. TBD by group	
4:30-5:00	Wrap up	Karen

## Day 2

9:00-9:45	What is management today? What does it mean to have a strategy? How to integrate with company strategy? <ul style="list-style-type: none"> <li>• Managing up?</li> <li>• Aligned with company vision?</li> <li>• L10n could be viewed as key player</li> <li>• Extending loc influence into company</li> <li>• All about revenue, margins?</li> <li>• How does Loc contribute to revenue model?</li> <li>•</li> </ul>	Lyena and Rain
9:45-10:30	Org structure, place within the buy-side company <ul style="list-style-type: none"> <li>• L10n central hub for tech provided to company?</li> <li>• Future of loc with AI plus automation? Do companies still need L10n department?</li> <li>• Why would they pay for L10n?</li> <li>• L10n morphs into something else – global strategy and LSP manager?</li> </ul>	Karen
10:30-10:45	Break	

10:45-11:30	<p>Issues in world view in buyer orgs vs. LSP's. What are buyer problems with LSP's?</p> <ul style="list-style-type: none"> <li>• Turnover of PMs</li> <li>• Translation quality</li> <li>• Lack of understanding of buyer priorities/issues</li> </ul>	Rain
11:30-12:15	<p>What are LSP problems with buyers?</p> <ul style="list-style-type: none"> <li>• Lack of transparency into buyer strategies/plans/schedules</li> <li>• Buyers and sellers are closer than we think. All are selling products of some sort.</li> </ul>	Aisling
12:15-1:15	Lunch	
1:15-1:30	Vote on topic(s) for open session	Karen
1:30 – 2:15	Open session(s)	
2:15-3:00	Takeaways and wrap	Karen