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Author(s)	<i>Karl Kelly,</i>
EC Project Officer	<i>Erwin Valentini</i>
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Chapter 1: Introduction

In September 2003 the European Localisation Exchange Centre held a series of Executive Briefings and Foundation Courses in eContent Internationalisation and Localisation in four European locations. Events took place in Munich, Prague, Madrid and Athens and consisted of a 2-hour executive briefing followed by a $\frac{3}{4}$ day course in web internationalisation and, on the second day, a one-day course in web localisation. The following report provides details on all aspects of these courses, from their conception, through their development, organisation and their successful completion. It also contains an impartial review of the course and its achievements as well as a review of the feedback received from the course attendees and recommendations and suggestions for future courses.

This report is split into four main sections and also contains an annex that contains documents and information related to and referred to during the course of the report.

The four sections of the report are as follows

Chapter 1: Introduction, this section contains a brief piece on the origins of the ELECT project and also the Executive Briefings and Foundation Courses. It also details the goals of the events, the target audience and the development of material for the courses.

Chapter 2: Organisation, this section deals with the organisational details of the events, deciding on venues, finding partners and also publicising the events

Chapter 3: Conclusion, this section reviews the events and their achievements, the problems encountered, the feedback received and makes recommendations and suggestions for future projects of this type.

ANNEX: This section will contain all event related material that is referred to during the course of this report.

1.1 Background

The origins of the European Localisation Exchange Centre (ELECT) project lie in the EU eContent Programme, a programme designed to facilitate the development, use and distribution of European digital content on the global digital networks, in the hopes of creating a real challenge to the domination of the digital world by US-centred corporations. ELECT is an accompanying measure set to run over 24 months from 01 February 2001 to 21 January 2004.

ELECT is the focal point for multilingual and multicultural digital content development and publishing in Europe and worldwide. Founded under the auspices of the European Union eContent programme and hosted by the Localisation Research Centre at the University of Limerick in Ireland, ELECT provides reliable information on best practice and facilitates easy access to know-how and technology. It is a further aim of ELECT to make guidelines on linguistic and cultural customisation available to the global community.

One of the primary goals of ELECT is to enhance the visibility and recognition of the eLocalisation and eContent industries in Europe and worldwide. In an effort to fulfil this aspiration ELECT held a series of events in four European countries this September. Events took place in Munich on the 8th and 9th of September, Prague on the 11th and 12th of September, Madrid on the 15th and 16th of September and Athens on the 18th and 19th of September. These events consisted of Executive Briefings and foundation courses in eContent internationalisation and Localisation.

1.2 Goals

These courses were designed by technical authors and subject experts at the LRC and had the objective of introducing businesses involved in, or about to enter into, digital content publishing to the ELECT project. They also aim to provide them with a very basic foundation of the concepts involved in both eContent Internationalisation and Localisation, and their benefits and necessities for participating in the global market place. It is hoped that these actions will foster communication and co-operation between the European digital content and localisation industries, as well as raising the visibility and recognition of the industries worldwide.

The Executive Briefings were designed to introduce business people to the ELECT project by explaining the genesis of the project, based on its origins in both the EU eContent programme and the Localisation Research Centre, and by explaining how ELECT can assist businesses branching out into multilingual digital content publishing and also by explaining the goals of ELECT. They detailed how ELECT aims to bring the localisation industry and eContent providers together and to provide them with the technical, educational and infrastructural support to accelerate the development of the eLocalisation and the eContent industries in Europe.

The foundation courses were introductory courses, designed for individuals with little or no knowledge of internationalisation and localisation processes. The purpose of the courses was to provide interested parties, for example businesspeople and translators that would be looking to gain an insight into what constitutes internationalisation and localisation, with an introduction to the basic concepts of internationalisation and localisation. Participation in these courses would ideally allow the attendees to be proactive in the localisation of their content and be aware of possible pitfalls and problems that may arise during localisation projects. They also aimed to raise awareness of the importance and cost effectiveness of internationalisation during the design of eContent.

Essentially, the events had the aim of making European businesses that are interested in selling globally aware of the experience, knowledge and expertise that is available to them from within the European localisation industry and also of the fact that the ELECT project exists to help them make connections to the industry. In addition, we wanted to provide them with some basic skills so that they could enter into the localisation of their eContent in an informed way

1.3 Target Audience

These events were targeted at managers and executives of companies with an interest in marketing their products or services to the global community. The ideal profile for a participant in the event would have been either a manager or director of a small to medium sized company. The company would be doing business on the web on a monolingual basis in their home market but would be looking to branch out into global markets. The ideal attendee would have no knowledge of localisation or internationalisation but would have a reasonable knowledge of computing, office applications and operating systems. Basic knowledge of HTML would be an advantage but would not a prerequisite for participation on the course.

The events were also deemed suitable for translators wishing to gain an insight into what constitutes localisation and the role that computer aided translation (CAT) tools play in the localisation process.

1.4 Course Development

The courses were developed at the LRC and were based upon the practical guides to web internationalisation and localisation that were produced by ELECT Publications. Using these publications as a foundation for the courses, the presenters (two, one for internationalisation and one for localisation) created power-point presentations tailoring the course to not only fit the aims of the event and but also to fit their specific knowledge of either internationalisation or localisation.

Although the practical guides contained exercises as well as course material, time constraints meant that some of these exercises were not suitable for the events. In these cases the exercises were either adapted for the purposes of the course or new exercises were created.

In addition to exercises themselves, sample material needed to be created for the events. The LRCs partners in the ELECT project, Bowne Global Solutions Germany, developed material specifically for the Internationalisation course while the material for the Localisation course exercises was adapted from material previously used in the LRC for professional development courses.

The material developed for the courses fell into the following categories:

For Internationalisation the major topics to be covered during the course were broken down into three sessions:

- **Session 1: Basics**
 - Introduction
 - What does Internationalisation mean
 - Internationalisation versus Localisation
 - eContent
 - Terminology and definitions
 - Representing text on the Internet
 - Characters

- Character Sets versus Fonts
 - Character Encoding
 - Unicode
- File Formats used for eContent
 - Markup Languages
 - Basics on HTML and XML
- **Session 2: *Writing for an international audience***
 - Cultural and Internationalisation - Introduction
 - Local conventions
 - Use of date, time, currency, numbers and unit measurements
 - Local web form design
 - Colours, graphics and symbols
 - Cultural pitfalls and misunderstandings
 - Connotation of product names
 - Gestures, slang expressions
 - Religious nuances
 - Case study
- **Session 3: *The next step***
 - Usability and common design/internationalisation pitfalls
 - Preparation for Localisation
 - Creating content
 - Technical issues
 - Legal and regulatory requirements
 - Internationalisation checklist
 - Summary

For the course on the localisation of eContent there were four sessions covering the following topics:

- **Session 1: *Basics and Language Selection***
 - Introduction
 - The relationship to internationalisation
 - The common localisation process
 - Language selection
 - Analysing your readiness
 - Localisation strategies

- **Session 2: *Preparing for Localisation***
 - Vendor selection
 - Preparation
 - Investigation and selection of a vendor
 - Preparing for localisation
 - Overview
 - The Localisation Kit

- **Session 3: *The Localisation Process***
 - Translation technologies
 - MT versus TM
 - Features of TM Applications
 - Terminology Management
 - Web Localisation Tools
 - Testing
 - The localisation testing process
 - Types of localisation testing
 - Localisation testing technology and tools

- **Session 4: *Managing a Localisation Project***
 - Planning
 - Budgeting
 - Scheduling
 - Project Management Tools
 - Reviews
- **Post Project Analysis**

Chapter 2: Organisation

This section deals with the organisation of the four ELECT events in Germany, the Czech Republic, Spain and Greece. It outlines the reasons behind the selection of the various locations and the aid provided by members of the associated organisation program, as well as by our partners at Bowne Global Solutions Germany. It also deals with the methods used to publicise the events. It provides a brief overview of the presenter's preparation for the events and details the reasoning behind the timeframe adopted and the scheduling of the travel arrangements.

2.1 Location Selection

When organising these events the first major decision to be taken was choosing locations. Although the ELECT contract specifies that the events must take place in four European countries it does not specify which ones, this left the decision on where to hold the courses up to the LRC and our partners Bowne Global Solutions. Therefore, bearing in mind that ELECT Publications aim to place an emphasis on minority languages, languages of the accession countries and languages with a non-Latin based writing systems, the decision was made to extend this initiative within ELECT Events.

As a result the countries in which to hold the ELECT events were selected based on the languages used in the Localisation Europe Newsletter. The locales chosen for the courses were a mix of the traditional and the new, with two traditionally established localisation markets, Germany and Spain, hosting events while one accession country, the Czech Republic, and one country with a non-Latin based writing system, Greece, were also chosen to host an event.

2.2 Date Selection

Once the target country for each of the events had been chosen, the next pressing issue was selecting appropriate dates to hold the events. It was important to select the dates carefully in order to ensure peak attendance for both the Executive Briefings and the Foundation Courses. Attendance was of the utmost importance when choosing dates for the events and as a result factors that had to be considered during the selection of dates included public holidays, traditional holiday periods and peak business months.

It was necessary to take public/bank holidays (in each country) into account for two reasons. Firstly it is doubtful that business people would attend a briefing or course that took place on a public/bank holiday, as it would be one of the few legitimate days off that they get to take over the year. Secondly, it would be extremely difficult to rent training facilities for the courses and even if it was possible it is extremely likely that premium prices would be charged for the inconvenience.

Traditional holiday periods had to be taken into account because of attendance concerns. The goal of these events was to reach as many people as possible and as a result there would be no point in organising an event for business people if the event were to take place during the two or three weeks of the year that they would be taking their annual vacations.

Ensuring that the events did not take place in peak business months in each locale was also an important factor. The reasoning behind this was quite logical. The courses were aimed at the upper management of small and medium sized enterprises, these are the type of companies that cannot afford to have key management or staff missing during peak periods.

As a result it was important to make sure that the events did not coincide with final business quarters, or traditionally high business periods for each specific locale.

All the above factors were taken into account when scheduling the events; however even after taking these factors on board there were problems with fixing the schedule for the events.

Originally the dates that were set upon for the events were as follows

- Germany, Munich: 26th and 27th May 2003
- Spain, Madrid: 29th and 30th May 2003
- Greece, Athens: 9th and 10th June 2003
- Czech Republic, Prague: 12th and 13th June 2003

However, as the dates drew closer, it became apparent that despite heavy promotion of these events in a variety of areas, the attendance numbers confirmed for the events were just not sufficient to justify the expense of travelling to each of these countries and renting training facilities and computers. Therefore the decision was taken, by both the LRC and our ELECT partners Bowne Global Solutions Germany, to postpone the events in order to give the LRC more time to promote the events and ensure greater attendance.

The month of September was chosen for the rescheduled events for a variety of reasons, it would allow the LRC approximately 3 months to further promote the events, it would avoid August, which is the most common month for holidays, it would allow the booking of cheaper flights and accommodation as it would avoid holiday seasons and it would also mean that the events would be finished in enough time to allow necessary preparation for the annual Localisation Europe Conference and Industry Showcase.

The revised and final dates for the course were as follows

- Munich: 8th and 9th September
- Prague: 11th and 12th September
- Madrid: 15th and 16th September
- Athens: 18th and 19th September

These dates were chosen, as they would allow all four events to take place one after the other, without any need to return to Ireland or interrupt the sequence of the courses.

2.3 Venue Selection

Once the locations and dates for the events had been finalised it was possible to begin making concrete arrangements regarding the rental of training facilities. In order to find facilities it was important to know exactly what we were looking for in terms of equipment and space, and so a list was drawn up detailing minimum requirements for course venues. The list was based on the following assumptions

1. That the courses would cater for between 10 and 12 people
2. Power-point slides would be used to accompany both the executive briefing and the foundation courses and so a digital projector would be necessary.
3. Notepad would be the only software prerequisite for the internationalisation course due to it uses for the manipulation of HTML.
4. Three programs would be used during the localisation course, TRADOS (demo version), HTML QA (demo version) and Trans Web Express (freeware).

5. The presenters would have to have sufficient access to these machines to install and uninstall the software (unless technicians would be available onsite)
6. The desired operating system would be Microsoft Windows 2000 or Windows XP
7. The minimum specification of the machines would be Pentium 3/High powered Celeron, with at least 128Mbs of RAM
8. There must be facilities for coffees and meals either in the building or nearby.

Having decided on minimum requirements it was possible to begin searching for venues. The Munich leg of the events was to be held in the offices of Bowne Global Solutions so it was only necessary to find three further venues. Initially it was thought that holding the events in a hotel conference room would be an ideal solution, as a hotel would have all the facilities necessary for the courses. We began contacting hotels in the three remaining countries enquiring about booking conference rooms and computer facilities. Locating hotels that were central, were available and making the enquiries was a tedious task, and one which many times meant being asked to phone back or being told we would be contacted only to wait in vain for returned calls.

However once we began contacting hotels in each of the cities to enquire about holding the events it became clear that while renting a conference room to hold the executive briefings and courses would be possible, the rental costs for equipping these rooms with the necessary facilities would be prohibitively expensive. A typical hotel quote regarding the rental of computers and a projector (not including the cost of renting the conference room/hall, or installation or VAT) included the following prices:

Data projector (based on the size of the room) -	from €185 per day
PC Pentium III -	- €107 (per computer per day)

At these prices the rental of 12 computers would run to €1284, add the rental of the projector (€185) and this gives a total of €1469 per day before VAT. This would bring the cost of each event to €2938 excluding VAT and the costs of renting the conference room and providing lunch for the attendees. It was agreed that this type of pricing would bring the cost of the events well beyond their budget and so a new strategy had to be formulated for finding venues for hosting the events.

It was at this point that the idea was put forward to approach universities and training centres about the possible rental of their computer laboratories. This idea seemed promising and so we approached our contacts and Associated Organisations in the Czech Republic and Greece in the hope that they could suggest some possible candidates to us. In this way we contacted various universities and training centres including ITEC (Information Technology Education and Consulting solutions) in Greece and VSMIE (College of Information Management and Business Administration) in the Czech Republic. After communicating our needs to these organisations, and asking various questions about their facilities, locations, proximity to hotels, restaurants (for attendees) we asked them to provide us with quotations for the rental of their facilities. The quotations from VSMIE and ITEC were the most competitive and as a result were accepted.

Finding a venue in Spain was somewhat simpler as one of the staff members at the LRC returned from a seminar in Spain with great praise for the university in which it was held. We contacted this university, Universidad Europea de Madrid (UEM) to see whether they would be interested in renting out their facilities and perhaps co-hosting an ELECT event. They were enthusiastic about collaborating with the University of Limerick and the LRC, and participating in the ELECT project. After checking that their quotation for the rental of their facilities was reasonable we agreed to hold the Spanish leg of the events at the Universidad Europea de Madrid.

The final costs for renting the venues in Prague, Madrid and Athens are as follows.

Prague: €360

Madrid: €691

Athens: €1024

These costs were for the rental of the seminar rooms, projectors, and computers only (with the exception of Athens where coffee breaks were included).

2.4 Associated Organisations

The Executive Briefings and Foundation Courses offered members of the ELECT Associated Organisation programme, in the target countries, the opportunity to become directly involved in ELECT activities by helping with the organisation of the events. Due to the fact that Bowne played a large part in the organisation of the German event, and UEM assisted in the organisation of the Spanish event, the members of the Associated Organisation programme that assisted us were from the Czech Republic and Greece.

In the Czech Republic Moravia IT was the associated organisation member that helped us organise the event. Moravia is a leading globalization solution provider, enabling companies in the information technology, elearning, life sciences and financial industries to enter global markets with high quality multilingual products. Moravia's solutions include localisation and product testing services, internationalisation, multilingual publishing and technical translation. Moravia Worldwide maintains global headquarters in the Czech Republic and North American headquarters in California, with local offices and production centres in Ireland, China and throughout Europe.

Moravia assisted us in the organisation of this event by recommending educational/training institutions for us to contact, promoting the event and by providing us with a guest speaker for the executive briefing. Tomáš Kratochvíl, director of Global Accounts, gave a detailed presentation on the localisation industry, from a Czech point of view, as the second part of the executive briefing in Prague. Moravia was instrumental in our attaining the necessary registrations for the event and Libor Safar, of Moravia assisted us greatly with promoting the event.

Archetypon Information Technologies was the associated organisation that helped us organise the event in Greece. Archetypon is an independent Greek-owned service and consulting company. Its major activities include: Software Engineering and Quality Assurance, Language Services - Localisation & Globalisation, ICT Consulting, Integrated Service Solutions (web/mobile internet applications)

Archetypon assisted us greatly by recommending various educational/training institutions for the course, by conducting negotiations on our behalf with ITEC regarding rental of their facilities, by recommending a nearby hotel for us and by promoting the event on their website, and at meetings with potential attendees. These services were extremely important in the organisation of these events as they prevented any possible problems that could have arisen from the language barrier. They also provided a guest speaker for the second part of the executive briefing. Ioannis Drakopoulos, Archetypon's account manager, provided a very interesting presentation on the localisation industry in Greece, and the various intricacies and challenges that exist in this unique market.

2.5 Publicising the events

This was possibly the most important task in the organisation of the events because without an appropriate number of registered participants the courses could not take place. The importance of publicising the event was reflected in the amount of time dedicated to it, many

hours were spent sending emails, telephoning people and even producing a newsletter, all with the goal of spreading word of these events and getting people interested in attending.

In order to make the most of the time available for publicising the events it was important to implement a coherent strategy to make sure that the correct groups were targeted for the events, and that information on the events was easily available to anyone interested.

The first step in the creation of this strategy involved identifying the target audience for the courses. As we have mentioned in chapter 1, these courses were ideally aimed at either managers or directors of small to medium sized companies. Consequently the promotional strategies employed were aimed specifically at this target demographic. Having identified the target audience the next step was to list of the most effective ways to get in contact with large numbers of these people. Heading this list were the following ideas:

- a) Contacting chambers of commerce in each of the host cities.
- b) Contacting technology and innovation groups in each of the target areas.
- c) Contacting Small and Medium Enterprise bodies
- d) Getting our associated organisation partners to send information to their contacts.
- e) Dedicating an issue of Localisation Europe to the events.
- f) Using the LRCs primary resources, the LRC Database and Localisation Focus.

It should be noted that some of these methods ran concurrently and as a result the above list does not provide a linear guide to when each activity took place.

The idea of contacting chambers of commerce, held a lot of merit due to the fact that these chambers of commerce would undoubtedly have many SMEs (Small and Medium Enterprises) as members and could therefore, if amenable to the idea, pass any information we sent them on to their members, meaning that we would get maximum exposure from a single point of contact. Often chambers of commerce have regular newsletters that they send out to all their members, so inclusion in one of these newsletters would be extremely useful for publicising the events.

The idea of contacting technology/innovation groups and SME bodies also held advantages because of the possibility of contacting many different people through a single conduit. Technology/innovation groups were prime candidates for the courses because these groups would be comprised of web savvy companies, aware of the importance and value of good digital publishing. These types of companies would be very likely to do a large portion of their business via the web and as a result should be interested in the events that we were providing

Small and Medium Enterprise groups were a logical choice because they are the representative bodies of our ideal target group. They are dedicated to supporting the growth, competitiveness and profitability of SMEs and as a result were willing to pass on information about the events.

These first three methods of contacting potential participants have been grouped together because the methods of finding and contacting them were similar. Finding appropriate examples of these groups involved using Internet meta-searches, phone book research and also contacting the members of the Associated Organisation to find out about groups in their areas. Various branches of Enterprise Ireland and the Irish Embassies in the target countries were also contacted in order to make use of all the resources at our disposal. This proved effective as in some cases, Enterprise Ireland and the Irish Embassy made initial contacts for us, lending weight to our efforts, and allowing us to obtain useful information. For example in Greece, the Irish Embassy made an introduction for us with one of the main chambers of

commerce and thanks to this introduction the chamber of commerce provided us with a 200+ page document of SME contacts.

Once these groups had been located, and contact details secured, initial phone calls were made to introduce the ELECT project and gauge their interest in helping us publicise the events. If the groups were prepared to help us follow up emails were be sent containing more specific details of the events, and promotional material such as the PDF file of the Localisation Europe newsletter that was produced for the events.

This strategy was applied to dozens of chambers of commerce, SME bodies, and innovation/technology groups. The majority of them were more than willing to pass on information regarding our courses to their members, or in some cases provide us with lists of companies that may fit the profile that we had described to them in our communications. A few of the chambers of commerce on the other hand tried to charge for such a service and were of no help to us for this reason, while other chambers of commerce simply did not have members that fit our profile for the events.

While some of the groups that we contacted agreed to pass on our information to their members, via email or in their newsletters, others provided us with lists of companies that fit the profile that we had described to them. This meant that we compiled lists of individual companies to contact regarding the events. While it was not practical to telephone each of these companies individually it was possible to email them regarding the events. Emails were sent to these companies providing details on the courses, how to register and in most cases referencing the chamber of commerce that supplied their contact information (to avoid being seen as spam).

The content of these emails was important; as they were providing a first impression of the ELECT events. Standard emails were compiled, and are included in annexes a, b and d. These emails gave a brief introduction to ELECT and its aims and then introduced the events, providing a timetable for them. In the early stages of promotion for these events two .PDF documents were attached to this email, giving information on the executive briefing and the foundation courses respectively. However once the dedicated edition of the Localisation Europe newsletter was produced, this was attached to the emails instead. Translations of introductory letters about the events were also sent out to companies and groups to publicise the events.

In addition to targeting the aforementioned groups, we also asked the Associate Organisation members that were helping with the events to contact companies and help with the promotion of the events. They obliged by contacting companies that they thought would be interested in the event and by placing details of the events on their websites. They also provided us with contact information for chambers of commerce and business and innovation/technology groups in their areas.

The dedicated issue of Localisation Europe was produced in order to provide interested parties with a multilingual publication to promote these ELECT events. Due to the fact that the country selection was based on the languages present in previous editions of the newsletter, the Localisation Europe newsletter was the perfect vehicle for printed information about the events. This newsletter contained an introductory passage, timetable and letter on the events in the four target languages and English. It also contained more detailed information on the executive briefing and foundation courses in English. The newsletter also contained a detachable registration form that could be faxed or mailed to the LRC.

The newsletter was sent out with the June edition of Localisation Focus. PDF files of the newsletter were also sent out as promotional material with emails about the events. Extracts

from the newsletter, specifically the translations of the introductory letters, were also used as the body of letters to possible attendees and target groups in the relevant countries.

As stated in the previous paragraph, the Localisation Europe newsletter was sent out with the June edition of Localisation Focus, the LRC's quarterly publication. Localisation Focus, with a subscription base of over 2000 people, and the LRC database are key resources of the LRC and as a result were used in the promotion of the ELECT Events. The event timetable and links to online information appeared in the June issue of Localisation Focus, along with the newsletter. The LRC database contains information on over 2000 localisation service providers, translation companies, and companies interested in multicultural and multilingual web development.

This database was used for a series of mail-shots containing information on the events. These mail-shots began soon after dates and target countries for the events had been agreed upon, and averaged about one per month for the four months leading up to the events. The emails provided information and updates on the events, their timetables and also requested that the information be passed on to interested parties if the recipient was not interested in the events themselves. Three of these mail-shots are contained in annex d, while the fourth was part of an LRC monthly newsletter.

Information about the events was also put online on the LRC and ELECT websites with details or links to event information being prominently displayed on the ELECT project website, www.localisation.ie and on www.electonline.org.

2.6 Final preparation for the events

2.6.1 Organisation

Final preparation for the events took place on two levels, firstly on an organisational level with the event coordinator arranging all the logistical details for holding the events in four different countries and secondly on a teaching level, with the presenters preparing material for giving the courses.

It was the task of the event coordinator to ensure that the organisational aspects of the event ran smoothly. Once the required number of registrations for each event had been received final bookings for the venues had to be made. Up to this point all the agreements with VSMIE, ITEC and UEM had been provisional but once confirmation that the courses were going ahead was received it was necessary to finalise all the arrangements with these organisations. A contract had to be drawn up for UEM, while invoicing details had to be agreed for all three venues.

Emails had to be sent to all the registered attendees providing them with information on the venues. The information that was sent detailed the schedule of the events, the components of the foundation courses and also provided information on how to get to and from the venues, by car or using public transport.

Travel arrangements had to be made and hotels had to be booked for the presenters. Having looked at the course schedule and gotten quotations from various travel agencies, it was decided that the best option, both economically and from a human resources perspective, would be to fly from Dublin to Munich, Munich to Prague, Prague to Madrid, Madrid to Athens and then from Athens back to Dublin. While this meant a few extra nights accommodation would have to be added to the budget, the savings made with the flights would make it worthwhile.

Quotes were obtained from a number of travel agencies with regard to the flights; these agencies included Limerick Travel, Creation Travel in Limerick and USIT, the student travel agency. Enquiries were first made regarding flights in late July and at that stage the cheapest quote available was approximately €1500 per person, through USIT. However once confirmation of numbers for the courses had been received it was late August and this price had risen to approximately €2700 per person. Luckily however the quote from Limerick Travel, the next cheapest, had not risen to the same extent and as a result it was possible to book the flights for €1730 per person.

When it came to booking accommodation for the courses we started at a disadvantage because of being unfamiliar with the cities, and hence being unable to enquire about which hotels would be more suitable in relation to the venue locations. Luckily we were able to get recommendations from the associated organisations that were participating in the events with us and in one case, at the Universidad Europea de Madrid; there was onsite accommodation available. The recommendations made by our co-hosts in the Associated Organisations programme were based on proximity to the course centres and also on their ability to negotiate corporate discount rates for our bookings.

2.6.2 Presenter Preparation

Originally the presenters that were assigned to this project were LRC staff members, the technical writer and the website designer/Internationalisation Expert. They would each be responsible for one of the foundation courses and would use power-point slides during the presentation of the courses. Ideally the slides would be based on chapters in the practical guides to internationalisation and localisation being produced for ELECT publications, and the staff members own specialist knowledge of the subject.

However the technical writer left the LRC in late May and as a result a new presenter had to be found for the foundation course in localisation. Due to the fact that the technical writer had been writing the practical guides to internationalisation and localisation, it was necessary to find a replacement writer for the guides also. The task of giving the localisation course fell to the event co-ordinator while the task of finishing the practical guides to internationalisation and localisation was given to a researcher within the LRC with relevant technical communication, internationalisation and localisation experience.

The departure of the technical writer caused delays in the delivery of the practical guides and as a result of these delays only the localisation guide was available during the initial preparation for the events. This meant that, while the event coordinator was able to use the guide as a reference for his preparation of the courses and as a template for the power-point presentation, the website designer/internationalisation expert did not have a guide to reference during the majority of his preparation for the courses. However following the realisation that the internationalisation guide would not be prepared in time, the researcher in charge of completing the practical guides prepared a series of slides for the internationalisation section of the course. These slides were based on the topics to be covered in the practical guides and allowed the website designer/internationalisation expert to prepare a course that would cover the same general topics as the practical guide.

2.7 I18N and L10N guide development

As outlined above, the LRC's technical writer was, initially, responsible for the development of material for the Foundation Courses, which would also be used to create the Internationalisation and Localisation guides. When he left the LRC, Patrice Fanning, a

researcher at the LRC continued his work on the development of material for both the courses and the guides. To begin with, she reviewed the technical writers progress and found that there was still a considerable amount of work to be done, particularly on the eContent development/internationalisation guide. At this stage, Patrice also took time to familiarise herself with Adobe Frame Maker, the software package that had been used in the creation of the guides up to this point.

A similar format was used for both the internationalisation and the localisation guides. Each chapter of the guides begins with an introduction and concludes with a summary and a practical exercise. Tips are scattered throughout the guide and each page contains a column for notes. There is also an Additional Resources section at the end of the guide, which offers people a list of useful publications that deal with the areas covered in the guide.

This detail however was too in-depth for the purposes of the Foundation Courses and so power-point slides based on the guides were prepared. As mentioned above these slides covered the main points on a more basic level. These slides were used for the courses, that took place in September.

The chapter outlines for both guides are as follows:

Localisation Guide:

- Introduction
- Language Selection
- Localisation Vendor Selection
- Preparing for Localisation
- Translation Technology
- Localisation Testing
- Managing Localisation Projects

Internationalisation Guide:

- Introduction
- Characters and Encoding
- Writing for International Audiences
- Formatting Conventions
- Cultural Issues
- File Formats
- Typical I18n Problems

Chapter 3 Conclusion

3.1 Review of course and achievements

Course Structure/Timetable

Each day was scheduled to begin at 9am. The day began with an introduction to the ELECT project given by Karl Kelly. This lasted approximately twenty minutes. Following this a presentation was given by a local industry professional about the state of the industry in that particular country. In general this lasted from thirty minutes to an hour. This was followed by a roundtable question and answer session, and introductions from the various attendees of the course. Attendees introduced themselves and spoke about their background, why they were attending the course and what they hoped to get from it.

Following a short break the internationalisation course commenced. This course was comprised of three lectures, each followed by an exercise aimed at consolidating the knowledge acquired in the lectures. Details of the topics covered in this course are contained in chapter 1 and Annex F.

The second day began with the localisation course and the day's activities were broken down into four sessions of lectures and exercises, similar in structure to those of the internationalisation course. As with the internationalisation course, details of the topics covered in this course are contained in chapter 1 and Annex F.

8-9 September 2003 - Munich, Germany

Location: Bowne Global Solutions, Unterhaching, Munich.

Guest Speaker: Kathryn Dixon, Bowne Global Solutions

It had been decided that these particular courses would be delivered by a native speaker in German, rather than being delivered in English, as was the case with the other locations. The presenter at this location was Thomas Louis of Bowne Global Solutions.

The guest speaker was Kathryn Dixon of Bowne Global Solutions who gave a presentation on the localisation industry in Germany. This was followed by a brief discussion amongst the participants about the domestic localisation industry and their experiences with it. It was revealed that the localisation industry is quite advanced in Germany. Also discussed were subtle localisation issues in the country, such as the differences in the language between provinces, and between Germany and Austria.

During the courses, the participants seemed very enthusiastic and were constantly contributing and commenting on the presentation. Overall, feedback on these courses was positive. Many of the professionals present were already working in the localisation sector and were familiar with many of the concepts that were explained. They did, however, feel that it was useful to have an overview of the basics of localisation so that they could reaffirm their own assumptions and refresh their understanding of the important concepts of localisation. They agreed also that the courses served as a valuable networking opportunity that they would not normally get.

11-12 September 2003 – Prague, Czech Republic

Location: Prague, VSMIE Campus

Guest Speaker: Tomáš Kratochvil, Moravia I.T.

The day began with a talk by the guest speaker. His presentation was more an explanation of localisation and internationalisation than a look at the industry in the Czech Republic. He mentioned that the domestic localisation industry was very small and that his company would be one of the biggest in the country.

The attendance of the first day was very disappointing with only three of the people who had registered attending. Once the ELECT executive briefing had been completed, one of these people had to leave. This left just two attendees for the rest of the first day.

It became apparent from the beginning that participants were unhappy with the level of the internationalisation course. Both were already localisation professionals with several years experience, and the concepts covered were very familiar to them. Their lack of interest was palpable which made for a less-than-satisfying day of presentations. The day finished early as neither participants want to take a break at any stage (including lunch). One of the attendees informed us that she had been misinformed about the level that the courses were pitched at but she felt they would be useful to someone who was unfamiliar with localisation. She also said that she would not be attending the localisation course the next day.

The second day of presentations, on localisation, proceeded with just the one attendee. He informed us that he would have to leave early because of work issues. The presentations went on without a break between them and some of the exercises were skipped. We finished early so that he could leave on time.

We believe the low attendance was down to several factors. First of all, the localisation industry is very small in the Czech Republic, so awareness of even the existence of the concept is low in the country.

Secondly, getting registrations had been problematic before the presentations began, so Moravia informed us they would help us find participants. Considering the expertise of the people who did attend, we believe they did not communicate properly that this would be an introductory course to internationalisation and localisation. This meant that the attendees were less inclined to stay for the full set of presentations.

15-16 September 2003 – Madrid, Spain

Location: Universidad Europea De Madrid, Madrid

Guest Speaker: Professor Manuel Mata Pastor

The guest speaker was delayed so the course began about half an hour behind schedule. His speech was delivered in Spanish and covered the localisation industry in Spain and localisation processes in detail. Following his speech, we took a break and then began the internationalisation course.

There was a good deal of feedback during the presentations and the attendees were genuinely interested in the material.

Though the exercises were kept very simple some people had difficulties carrying out the assigned tasks. The tasks were explained in detail however, so some problems the attendees were having might have been due to the language barrier.

Coffee breaks and lunch were great opportunities for networking, and feedback from the attendees about the courses were completely positive. While some of the attendees were

already working in the localisation sector, they agreed that they courses were an opportunity to reacquaint themselves with some of the important concepts, and to familiarize themselves with web-specific internationalisation and localisation issues.

Compared to Prague, the number of participants in the courses was much larger. This was very encouraging, as was the positive response to the course material itself.

18-19 September 2003 – Athens, Greece

Location: ITEC Training Facilities, Athens

Guest Speaker: Ioannis Drakopoulos, Archetypon

The first day of the courses began well behind schedule due to a citywide taxi strike. Attendance was very low, with just two of the people who had registered attending. We put this down to the taxi strike, as reaching the location by bus was an inconvenient and lengthy journey. The guest speaker gave his presentation on the state of the localisation industry in Greece. He decided to stay for the internationalisation presentations afterwards.

Despite the low number of participants, they were highly enthusiastic about the material, and regularly asked questions. They were already familiar with the translation aspect of localisation but not so much with other aspects such as differences in notation, cultural sensitivity, etc. The exercises for the internationalisation course were too basic for them as they were used to working with advanced localisation tools, but the localisation exercises were more suited to their level, and they got more out of them.

While the actual number of people attending the courses in Athens was disappointing, the reactions of the people that attended left us with the impression that they appreciated and enjoyed the presentations.

3.2 Review of Feedback

Once the courses had been completed and the presenters had returned to the LRC, feedback forms were sent to each of the individuals that attended the courses. A copy of the form is contained in Annex H along with copies of the returned and completed forms. These forms asked the attendees to provide their thoughts on the courses in relation to the following topics

- **Venue:**
 - Appropriateness of venue
 - Facilities available
- **Organisation:**
 - Responsiveness of presenters
 - Information provided
 - Relevance of information
- **Programme**
 - *Executive Briefing*
 - Topics Covered
 - Presenter
 - *Guest Speaker*
 - Topics Covered
 - Presenter
 - *Course 1: Internationalisation*
 - Topics Covered
 - Presenter

- **Course 2: Localisation**
 - Topics Covered
 - Presenter

Attendees were asked to grade each of the topics and sub topics above on a sliding scale ranging from Very Good to Good to Appropriate to Bad to Very Bad. There were also sections provided for comments on the various sections and suggestions for future events and the provision of background information on the attendee filling in the form.

Seven feedback forms were returned to the LRC along with two emails providing non-form orientated feedback. Here the feedback shall be examined on a section-by-section basis, providing a general overview of the feedback for each section. Copies of the actual feedback forms are contained in Annex H.

Venue Feedback

Feedback for the venue was positive. In all but two cases the appropriateness of the venue was marked as very good. This is encouraging as it indicated that we had made the correct choice by switching the focus of the venue selection from hotel conference rooms to University/Training facilities.

The feedback for the Facilities available was also positive although we did receive one “appropriate” response in this area. This originated from the Prague event and we believe this stemmed from one factor in particular. The cafeteria in the campus was closed on the day of the course and so we had to make do with a Tea/Coffee vending machine to provide the mid morning break for the course. This obviously seemed very primitive. All the other facilities at this event were fantastic, very good projector, new computers, no software problems, so we believe that it was the lack of refreshment facilities resulted in this low score.

Organisation Feedback

Feedback for the organisation of the courses was also positive. In all but one case the “responsiveness of the presenter s” was marked as either good or very good. It was a similar situation with the “Information provided” and the “Relevance of information” with the majority of the feedback being positive with only one exception, where it was marked as adequate. This originated from an attendee at the Madrid event, however the person that made this remark was only present for the second day of the course and as such would have missed the entire internationalisation presentation.

Programme Feedback

Executive Briefing

The feedback for the executive briefing was positive with the responses varying between good and very good for both the “Topics covered” and “Presenter” Fields. There were no negative responses in this area, although there was one feedback form that recorded “appropriate” responses for these fields. This feedback form stems from the Munich event, and it is thought that this “appropriate” grade was because the presenter spoke too fast (it was the first executive briefing). This was remarked upon to the presenter after the event and future briefings were given at a slower pace

Guest Speaker

The feedback for the guest speakers was mixed, and was the only area in which the negative side of the sliding scale was really used. With regard to the “Topics Covered”, the majority of people were happy with the material and marked either very good or good, however there were two feedback forms, from different events, that marked these sections bad and very bad respectively.

A similar trend was visible in the “Presenter” sections of the feedback form. However this time in the negative section there was not a mark of “very bad” given, the marks were instead bad and appropriate.

All negative comments in this section came from the same two feedback forms, which were both from separate events. It is assumed that the information provided by the guest speaker was simply not interesting to these people, as there were not similar remarks from people attending the same events.

Course 1: Internationalisation

The feedback for the internationalisation course was 100% positive. The responses all varied between good and very good for both the topics covered and the presenter. The following comment was sent in with relation to the internationalisation section of the course.

“Interesting to focus on the basic concepts I thought I knew...Most of them were new to me at the end. Very clear explanation about Internationalisation issues.”

Comments such as this are very encouraging and indicate that the internationalisation course material is relevant and useful.

Course 2: Localisation

The feedback for the localisation course was also positive although one “appropriate” comment was submitted. This was with regard to the topics covered. The rest of the feedback for the “topics covered” section was positive.

There was 100% positive feedback for the presenter section of the localisation course with all responses varying between “very good” and “good”. The following comment was also sent in, and is very encouraging as it shows that the courses were of value even to those with experience within the industry.

“I found this course especially interesting. I am used to work with TRADOS all the time, here I had the chance to discover some other interesting tools. Also I learnt a lot about how the localisation process works.”

Conclusion

From the feedback that we received on the courses we conclude that by and large they were a success. Attendance in the Czech Republic and Greece was an issue but nonetheless the courses have to be judged a success in that we achieved our goal of introducing business people to the ELECT project and educating them in the basics of internationalisation and localisation.

The fact that we were invited to give a workshop at the SYSTEMS computer fair in Munich, soon after our return, confirms our belief that the events were a success.

As one can see from the analysis of the feedback, the majority of the feedback was positive with very few negative replies. Any negative feedback that we received on the courses, either via feedback forms or at the actual events, has been from individuals that expected a more in depth and intensive course. The cause of their dissatisfaction however cannot be attributed solely to the event organisers. From the beginning, we had advertised these courses as “introductory” and “foundation” courses, a fact that we emphasised in all our communications with attendees and also in our promotion of the events. Great care was taken to ensure that everyone was aware of the type of courses on offer, and as you can see in Annex J, we kept emphasising the basic level of the courses right up to our last correspondence with the attendees before the courses.

3.3 Review of Problems

In this section we shall review the more serious problems that occurred during the planning and execution of these events. Minor problems have not been included in this section as in the final analysis they did not effect the successful completion of the courses.

The first major problem that was encountered during the organisation of these events was the almost complete lack of interest from our target audience. During the first months of publicising the events there was little if any interest in the events, and as a result the events had to be postponed from their original dates of May and June to September. Although many varied strategies were employed for the promotion of these events it must be said that the response from the target audience was poor. This is disheartening as these courses are extremely valuable to companies looking to break into the global market.

Looking back upon the strategies employed to promote the events it is evident that although the strategies were sound the interest was simply not there, although many companies, groups, associations and chambers of commerce were contacted and given information it was difficult to actually interest company representatives in attending the courses. This is particularly hard to comprehend when one takes into account that these were European Union sponsored courses that were free to attend. Whatever the cause of this lack of interest, it must be noted that this was a significant problem during the organisation of the event. It was difficult to book venues, and make arrangements for the courses without exact numbers and it was also a difficult decision to make, deciding whether or not to commit funds to a leg of these events if there wasn't enough interest or registered attendees

The second major problem that was encountered during the organisation of these events was the departure of the LRC's technical writer. As we have previously mentioned the technical writer was in charge of both organising the events and creating the practical guides to Internationalisation and Localisation that were to be used as the basis for the courses. This meant that his workload had to be distributed amongst other LRC staff members. The fact that other workers in the LRC had their own tasks to work on as well meant that the technical writers tasks had to be split up between two people.

These workers had to familiarise themselves with the work that had previously been done on both sections of the project and then decide upon the best way to continue this work. Ordinarily this would have been an inconvenience, however because of the time constraints involved with the events this became a problem.

For example the person that took over the organisation of the events had only three months to take the event and pretty much start from scratch with their promotion as the previous four months had not yielded any results, it was also necessary for this worker to prepare and give the localisation section of the course. These tasks had to be completed as well as the workers normal tasks and so the time constraints posed definite problems.

Another problem arose for the worker dealing with completing the practical guides. It had been assumed that not much work would be needed in order to complete these guides. However it emerged that the standard of the work carried out on the guides by the technical writer was not of an acceptable standard and as a result large portions of the localisation guide had to be rewritten while the practical guide to internationalisation had to be totally rewritten.

The third problem that arose during the events was the low turnout of registered attendees at two of the events. This was a problem in the Czech republic where we had 9 people registered to attend but only three came to the event. One of these attendees was only there for the executive briefing while another was actually a localisation expert and as a result didn't come back on the second day. We have no idea why there was such a low turnout, as there were not strange occurrences around the city that day, and we only received an explanation from one of the people, he was unable to attend as his hotel was very busy. We had no prior warning of this and as a result were quite discouraged to find only three people attending the first day and one person on the second day.

A supplementary problem that was brought to our attention at this stage arose when the localisation expert was explaining why she would not be returning for the second day of the course. Moravia had been instrumental in promoting the events in the Czech Republic and helping us get registrations but according to the expert, the fact that the courses were very basic was not mentioned during Moravia's promotion of the events. This was strange, as we had gone to great pains to make it clear that these events were basic introduction courses in our promotional material.

The second event that had a problem with attendance was in Athens. In this case only two people attended out of a registered six. However it seems there was a legitimate reason for this lack of attendance. The day that the course was to start in Greece coincided with a citywide taxi strike that almost crippled the city. Public transport was running but the venue for the courses was in an area that was difficult to access by bus and as a result we believe that people were unable to get to the course venue.

Those that did attend confirmed this idea, they complained of having to get three buses in order to get to the venue and that the taxi strike was the most likely cause of the poor turnout. The taxi strike ended that night but unfortunately numbers did not pick up the next day. We attribute this to the natural hesitance to attend the second part of a two-day course after having missed the first day.

3.4 Recommendations and suggestions for future events

Based upon the experience gained from the organisation and completion of these courses the following recommendations and suggestions were made for the any future events of this kind.

- Conduct further market research in order to find the key target audience that will be interested in the events and to ascertain the feasibility of holding an event of this type in each country.
- Charge for the events. Based on our experiences, observations on similar events and discussions with various people (both localisation professionals and event attendees), it has become obvious that people do not hold free events such as this in high esteem.

There seems to be an opinion that if something is free then it is not worth attending. As a result we would advocate charging attendance fees for any future events. Also if a registration fee is charged registered attendees are less likely to miss the events.

- Make greater use of associated organisations in the promotion of the events. They are local experts and as such have a natural advantage when promoting events. If they claim to be unable to do this, then simply search for another partner in the endeavour as associate organisation participation is essential. This is not to imply that any of the co-hosts of these events shirked their responsibilities in this regard, but more use should be made of this type of resource.
- Hold an event at a computer fair. Localisation and internationalisation workshops could be held at various computer fairs or conferences. This would guarantee that the information reaches a large number of people and excessive promotion of the events would not have to be carried out by the LRC and ELECT.
- Create custom events that would be tailored to certain groups. Courses could be developed for people with medium levels of experience and also for people that have advanced skills. These events could be aimed at companies as further training or refresher courses for their staff.

Annex

Annex A: Letters publicising events in target languages

CZECH

Chcete, aby vaše webové stránky mluvily jazykem vašich zákazníků?

Už jste někdy přemýšleli nad tím, jak vytvořit vaše webové stránky tak, aby je bylo možné lehce přizpůsobit a přeložit (neboli lokalizovat) pro zákazníky z různých zemí? Už jste někdy uvažovali o tom, co lokalizace představuje a kolik to stojí? – Potom se přihlaste do kurzů ELECT, které budou probíhat v září ve čtyřech evropských městech.

Projekt European Localisation Exchange Centre (ELECT) financuje Evropská unie, byl vytvořen pod záštitou programu eContent Evropské unie, a je zaměřen na vytváření a publikování digitálního obsahu ve více jazycích a určeného pro více kultur.

Významnou součástí programu ELECT je zvyšování viditelnosti a uznání pro oblast vytváření a lokalizace elektronického obsahu v Evropě i celosvětově.

Jednou z aktivit programu ELECT sloužících k dosažení těchto cílů je pořádání řady instruktáží pro vedoucí pracovníky a úvodních kurzů v oblasti internacionalizace a lokalizace elektronického obsahu. Tyto kurzy se konají ve čtyřech evropských městech: 8. a 9. září v Mnichově, 11. a 12. září v Praze, 15. a 16. září v Madridu a 18. a 19. září v Aténách.

Kdo by se měl zúčastnit

Tyto akce jsou zaměřeny na manažery a vedoucí pracovníky malých a středních firem. Typický účastník nebude mít v oblasti internacionalizace a lokalizace velké znalosti, ale bude mít zájem získat přístup na nové globální trhy.

Instruktáže pro vedoucí pracovníky spojí obchodní společnosti zajímající se o celosvětový prodej s lokalizačními firmami, které jim mohou pomoci s lokalizací digitálního obsahu.

Úvodní kurzy poskytnou základní dovednosti, které firmám umožní proaktivní přístup k lokalizaci svého elektronického obsahu.

Jak se zaregistrovat

Chcete-li se dozvědět více, kontaktujte středisko LRC, které vám poskytne další podrobnosti

Prosíme vás o preposlání této nabídky jednotlivcům nebo firmám, o kterých se domníváte, že by je mohla zaujmout.

Evropská unie uhradí náklady omezenému počtu účastníků, proto se prosím zaregistrujte co nejdříve.

Mnichov	8. a 9. září 2003
Praha	11. a 12. září 2003
Madrid	15. a 16. září 2003
Atény	18. a 19. září 2003

Karl Kelly
Event Coordinator

Elect Events
Localisation Research Centre (LRC)
Department of Computer Science and Information Systems (CSIS)

University of Limerick
Limerick
Ireland
ElectEvents@ul.ie
Tel. +353-61-202748

German

Spricht Ihre Website die Sprache Ihrer Kunden?

Haben Sie sich bereits gefragt, wie Sie Ihre Website so aufbauen können, dass sie ohne Probleme für Ihre Kunden in verschiedenen Ländern übersetzt und angepasst (d.h. lokalisiert) werden kann? Haben Sie sich je gefragt, welche Voraussetzungen zur Lokalisierung nötig sind und wie viel das kostet? Dann nehmen Sie doch an den ELECT-Schulungen zum Thema Lokalisierung von eContent teil, die im September in vier europäischen Städten stattfinden.

Das European Localisation Exchange Centre (ELECT) ist ein von der EU gefördertes Projekt, das unter der Schirmherrschaft des eContent-Programms der Europäischen Union entwickelt wurde. Das Ziel ist die Förderung der Entwicklung und Veröffentlichung von mehrsprachigen und multikulturellen digitalen Inhalten.

Ein wichtiger Teil des ELECT Programms ist es, der eLokalisierung und eContent-Industrie in Europa und weltweit mehr Geltung und Anerkennung zu verschaffen.

Um dieses Ziel zu erreichen, organisiert ELECT eine Reihe von Vorträgen und Schulungen zum Thema eContent-Internationalisierung und -Lokalisierung. Sie werden in den folgenden vier europäischen Städten stattfinden:

München: 8. und 9. September 2003
Prag: 11. und 12. September 2003
Madrid: 15. und 16. September 2003
Athen: 18. und 19. September 2003

Für wen sind diese Schulungen geeignet?

Diese Vorträge und Schulungen richten sich vor allem an Manager und leitende Angestellte in kleinen und mittleren Unternehmen, die wenig oder gar keine Kenntnisse über Internationalisierung und Lokalisierung haben, die aber in absehbarer Zeit in neue Märkte gehen und daher ihre Website lokalisieren möchten.

Die Rahmen-Vorträge (Executive Briefings) bieten diesen Firmen die Möglichkeit sich über die Lokalisierungsindustrie in Deutschland zu informieren und mit Anbietern von Lokalisierungslösungen in Kontakt zu treten.

Die Schulungen vermitteln das nötige Grundlagenwissen, das den Teilnehmern ermöglicht, ihr eigenes eContent-Lokalisierungsprojekt anzugehen.

Wie kann man sich anmelden?

Bitte melden Sie sich direkt beim Localisation Research Centre (LRC) an, das Ihnen auch für weitere Fragen zur Verfügung steht.

Bitte senden Sie diese Information auch an Firmen oder Personen, für die dieses Thema interessant sein könnte. Die Teilnahme ist kostenlos, also melden Sie sich gleich an!

Karl Kelly
Event Coordinator

Localisation Research Centre (LRC)
Department of Computer Science and Information Systems (CSIS)
University of Limerick
Limerick
Ireland
ElectEvents@ul.ie
Tel. +353-61-202748

Greek

Κάντε την ιστοσελίδα σας να μιλά στη γλώσσα των πελατών σας!

Έχετε φανταστεί ποτέ πώς να δημιουργήσετε τη δική σας ιστοσελίδα, ούτως ώστε να μεταφραστεί εύκολα (ή να τοπικοποιηθεί) για να γίνει κατανοητή από τους πελάτες σας στο εξωτερικό; Έχετε αναρωτηθεί ποτέ με ποιο τρόπο πραγματοποιείται η τοπικοποίηση και πόσο κοστίζει; Αν ναι, δηλώστε συμμετοχή στα σεμινάρια της ELECT που θα διεξαχθούν το Σεπτέμβριο του 2003 σε τέσσερις ευρωπαϊκές πρωτεύουσες.

Το Ευρωπαϊκό Κέντρο για την Διάδοση της Τοπικοποίησης (ELECT), που επιχορηγείται από την Ευρωπαϊκή Ένωση, δημιουργήθηκε υπό την αιγίδα του προγράμματος της Ευρωπαϊκής Ένωσης eContent. Στόχος του είναι να δημιουργηθεί ένα κέντρο για την ανάπτυξη και τη δημοσίευση πολύγλωσσου και πολυπολιτισμικού ψηφιακού περιεχόμενου.

Το ELECT δραστηριοποιείται σε μεγάλο βαθμό στον τομέα της βελτίωσης της εικόνας των βιομηχανιών, που ασχολούνται με την ηλεκτρονική τοπικοποίηση (eLocalisation) και το ηλεκτρονικό περιεχόμενο (eContent) σε ευρωπαϊκό και παγκόσμιο επίπεδο με σκοπό να καταστεί σαφής η παρουσία τους και να καταξιωθούν στο χώρο τους.

Στο πλαίσιο της εκπλήρωσης αυτού του στόχου, το ELECT έχει προγραμματίσει μια σειρά ενημερωτικών και προπαρασκευαστικών σεμιναρίων με θέμα τη Διεθνοποίηση του ηλεκτρονικού περιεχομένου (eContent Internationalisation) και την Τοπικοποίηση (Localisation). Τα σεμινάρια αυτά θα διεξαχθούν σε τέσσερις ευρωπαϊκές πρωτεύουσες : Μόναχο 8 & 9 Σεπτεμβρίου 2003, Πράγα 11 & 12 Σεπτεμβρίου 2003, Μαδρίτη 15 & 16 Σεπτεμβρίου 2003, Αθήνα 18 & 19 Σεπτεμβρίου 2003.

Σε ποιους απευθύνονται:

Τα σεμινάρια απευθύνονται σε διευθυντές και στελέχη μικρομεσαίων επιχειρήσεων. Όσοι παρευρεθούν, θα έχουν λίγες γνώσεις σχετικά με τη Διεθνοποίηση ή την Τοπικοποίηση, αλλά θα ενδιαφέρονται να προσεγγίσουν νέες διεθνείς αγορές.

Στα σεμινάρια αυτά θα μπορούν οι ενδιαφερόμενες επιχειρήσεις για πωλήσεις στο εξωτερικό να έρθουν σε επαφή με εταιρείες παροχής υπηρεσιών Τοπικοποίησης (localisation companies), οι οποίες θα τις βοηθήσουν στην Τοπικοποίηση του υλικού τους.

Τα προπαρασκευαστικά σεμινάρια παρέχουν θεμελιώδεις γνώσεις στους ενδιαφερόμενους, οι οποίες θα τους βοηθήσουν, στη συνέχεια, να λειτουργήσουν προληπτικά ως προς την Τοπικοποίηση του ηλεκτρονικού τους περιεχομένου.

Δηλώσεις συμμετοχής

Για περαιτέρω πληροφορίες, παρακαλούμε επικοινωνήστε με το LRC.

Παρακαλούμε ανακοινώστε τις πληροφορίες αυτές σε όλους τους ενδιαφερόμενους (άτομα ή εταιρείες). Η Ευρωπαϊκή Ένωση θα καλύψει τα έξοδα συγκεκριμένου αριθμού ατόμων που θα παρευρεθούν, γι' αυτό δηλώστε τώρα συμμετοχή!

Μόναχο 8 & 9 Σεπτεμβρίου 2003
Πράγα 11 & 12 Σεπτεμβρίου 2003
Μαδρίτη 15 & 16 Σεπτεμβρίου 2003
Αθήνα 18 & 19 Σεπτεμβρίου 2003

Karl Kelly
Event Coordinator
Localisation Research Centre (LRC)
Department of Computer Science and Information Systems (CSIS)
University of Limerick
Ireland
Tel: +353-61-202748
Email: ElectEvents@ul.ie

Annex B: Letters publicising events in English

(Variations of which were used throughout the promotion of the events)

Dear Sir/Madam,

My name is Karl Kelly. I am a researcher with the European Localisation Exchange Centre (ELECT), an EU funded project, created under the auspices of the European Unions eContent programme. The aim of ELECT is to create a focal point for multilingual and multicultural digital content development and publishing.

A crucial element in achieving this goal is enhancing the visibility and recognition of the eLocalisation and eContent industries in Europe and worldwide.

As part of ELECT's efforts to achieve this objective, we will be holding briefings and foundation courses in Web Globalisation. These events are targeted at managers and executives of companies with an interest in marketing their products or services to the global community. Essentially, we would like to bring businesses interested in selling globally together with localisation companies that can help them localise their content. In addition, we would like to provide them with some basic skills so that they can enter into the localisation of their eContent in an informed way.

We would like to reach the widest possible audience and would appreciate your help in contacting suitable companies in your area. We would be grateful if you would forward the information attached to this email to any potentially interested companies. As an alternative you could perhaps put them in contact with us.

All training and hosting costs will be paid by ELECT. In essence we would ask your assistance in creating awareness of this event. If possible we would appreciate any help you could provide in the promotion of the briefing and foundation courses.

If you would be interested in co-hosting a briefing or if you know of any businesses that would be interested in attending, please do not hesitate to contact us.

Sincerely,

Karl Kelly



Make your website speak your customers language!

Have you ever wondered how to build your website so that it can easily be adapted and translated (*or localised*) for your customers in different countries? Have you ever wondered **what** is involved in localisation and **how much** it costs? – Then join the ELECT courses running this May and June in 4 European capitals.

The European Localisation Exchange Centre (ELECT) is an EU funded project, created under the auspices of the European Unions eContent programme. Its aim is to create a focal point for multilingual and multicultural digital content development and publishing.

A crucial element of ELECT is enhancing the visibility and recognition of the eLocalisation and eContent industries in Europe and worldwide.

As part of ELECT's efforts to achieve this objective, a number of briefings and foundation courses in eContent Internationalisation and Localisation have been arranged. They will take place in four European capitals: Madrid; – May 29 -30, Athens; – June; 9 – 19, Prague; June 12 – 13, and Munich; June 25 - 26.

Who should attend

These events are targeted at managers and executives of small and medium-sized companies. Attendees will have little knowledge of Internationalisation or Localisation, but will have an interest in accessing new global markets.

The Executive Briefings will bring businesses interested in selling globally together with localisation companies that can help them localise their content.

The Foundation courses will provide them with basic skills that will allow them to be proactive in the localisation of their eContent.

How to register

If you would like to know more contact the LRC for further details.

Please forward this information to individuals or companies that you feel might be interested. The European Union will cover costs for a limited number of attendees so register now.

Madrid: May 29 - 30
Athens: June 9 - 10
Prague: June 12 - 13
Munich: June 25 – 26

Localisation Research Centre (LRC)
Department of Computer Science and Information Systems (CSIS)
University of Limerick
Limerick

Ireland

lrc@ul.ie

Tel. +353-61-202881

Dear _____,

My name is Karl Kelly. I am the **events co-ordinator at the** European Localisation Exchange Centre (ELECT), an EU funded project, created under the auspices of the European Unions eContent programme. The aim of ELECT is to create a focal point for multilingual and multicultural digital content development and publishing.

A crucial element in achieving this goal is enhancing the visibility and recognition of the eLocalisation and eContent industries in Europe and worldwide.

As part of ELECT's efforts to achieve this objective, we are holding a series of executive briefings and foundation courses **Web Localisation in in Europe in September**. These events are targeted at managers and executives of companies with an interest in marketing their products or services to the global community. Essentially, we would like to bring businesses interested in selling globally together with localisation companies that can help them localise their content. In addition, we would like to provide them with some basic skills so that they can enter into the localisation of their eContent in an informed way. All training and hosting costs for the courses will be paid by ELECT .

The first of these courses is scheduled to take place in Munich on the 8 and 9 of September and we are now actively looking for participants for this course. We would like to reach the widest possible audience and would appreciate your help in this area. In order to advertise the event we would like to contact chambers of commerce in the Munich area that would help us in contacting suitable companies, small and medium enterprises. I telephoned Dagmar McGuinness and she said that you might be able to provide me with contact details for these chambers of commerce. I would be really grateful if you could help me in this area.

I believe that these courses offer a unique opportunity for businesses that want to sell their products, be it hotel rooms or chocolates, on a global level to get an idea of how to market their products globally and also the work and costs involved, so that they cannot be taken advantage of.

Any help you can give me would be gratefully appreciated,

Sincerely,

Karl Kelly

Localisation Research Centre (LRC)

Department of Computer Science and Information Systems (CSIS)

University of Limerick

Limerick

Ireland

Tel. +353-61-202748

Annex C: Letter requesting information on venue rental

(Czech and Spanish letters are shown as other enquiries were made through Associated Organisations)

Dear Sir/Madam,

My name is Karl Kelly, I am the events co-ordinator at the European Localisation Exchange Centre (ELECT). ELECT is an EU funded project, created under the auspices of the European Unions eContent programme and hosted by the Localisation Research Centre (LRC) at the university of Limerick. The aim of ELECT is to create a focal point for multilingual and multicultural digital content development and publishing.

A crucial element in achieving this goal is enhancing the visibility and recognition of the eLocalisation and eContent industries in Europe and worldwide.

As part of ELECT's efforts to achieve this objective, we are holding a series of executive briefings and foundation courses Web Localisation in in Europe in September, one of which is due to take place in Prague on the 11 and 12 of September. These events are targeted at managers and executives of companies with an interest in marketing their products or services to the global community. Essentially, we would like to bring businesses interested in selling globally together with localisation companies that can help them localise their content. In addition, we would like to provide them with some basic skills so that they can enter into the localisation of their eContent in an informed way. All training and hosting costs for the courses will be paid by ELECT .

We are currently looking for venues to hold this seminar and were wondering if it would be possible to rent one of your computer labs for the duration of the seminar. Ideally we are looking for a lab with maybe 12 or 13 computers, along with a data projector. It would be useful but not necessary if the computers were networked but it is essential that they be internet ready.

If you would be interested in renting out your lab to us for these two days, please contact me with a quote and the specifications of your machines. If this is successful perhaps we can establish lasting links between our Universities and create a mutually beneficial relationship.

I will place some links to our university website at the end of this email so that you can take a look at the University of Limerick, the LRC, and the ELECT Project.

Best Regards,

Karl Kelly
Localisation Research Centre (LRC)
Department of Computer Science and Information Systems (CSIS)
University of Limerick
Limerick
Ireland

Tel. +353-61-202748

www.ul.ie

http://lrc.csis.ul.ie/research/projects/Elect_Project_Web/index.htm

www.localisation.ie

Hola Luis:

Un breve email para comunicarte que me encantó vuestro seminario de localización, y, creo que el resto de los asistentes lo encontraron muy interesante también. Me gustaría daros las gracias de nuevo a cada uno por la acogida tan amable y efectiva.

Por otra parte, creo que os gustará saber que al final, por diversos motivos, hemos decido aplazar la fecha de nuestro seminario de internacionalización/localización para el próximo 15-16 de septiembre en Madrid (gratuito para profesionales del área). Aunque ya tenemos un laboratorio, los costes para nosotros son más bien altos, y ya que lo hemos retrasado me han vuelto a pedir que os ofrezca esta oportunidad, por si os interesa. Como ya os anuncié anteriormente, el curso está abierto sobretodo para profesionales (20 approx.) y vuestra universidad sería incluida en la lista de "sponsors" y será mencionada en nuestros emails shots, web, y, posiblemente, en nuestra newsletter Localisation Focus.

Si aún estais interesados en esa colaboración, y os es posible por las fechas, os quedariamos muy agradecidos si nos pudierais hacer saber lo antes posible qué os parece y los costes por usar vuestras instalaciones.

Un saludo a todos y gracias!

Rafael

Rafael Guzmán
Coordinator of the LOTS Laboratory
Localisation Research Centre
Dept. Computer Science and Information Systems
University of Limerick -Ireland
Tel: +353 (0)61 213557 or 202700
Fax: +353 (0)61 202734
<http://www.localisation.ie>

Annex D: Mailshots sent to LRC Database

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ELECT Executive Briefings and Foundation Courses

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The ELECT Executive Briefing and Foundation Courses will take place in September 2003 in the following cities:

Munich : 8th and 9th September
Prague : 11th and 12th September
Madrid : 15th and 16th September
Athens : 18th and 19th September

These events are targeted at managers/executives of companies with an interest in marketing their products or services to the global community, and professionals that would be interested in learning about the localization process. These are **introductory courses** only, designed for individuals with **little or no** knowledge of Internationalisation and Localisation processes. They will be useful for people looking to gain an insight into what constitutes internationalisation or looking to introduce new staff to Localisation concepts.

If you would be interested in attending one of these courses please contact

Karl Kelly
Localisation Research Centre (LRC)
Department of Computer Science and Information Systems (CSIS)
University of Limerick
Limerick
Ireland

email: ElectEvents@ul.ie
Tel. +353-61-202748

Places on the courses are limited so register now to avoid disappointment. Course costs will be covered by ELECT.

The European Localisation Exchange Centre (ELECT) is an EU funded project, created under the auspices of the European Unions eContent programme and hosted by the Localisation Research Centre (LRC) at the university of Limerick. The aim of ELECT is to create a focal point for multilingual and multicultural digital content development and publishing.

A crucial element in achieving this goal is enhancing the visibility and recognition of the eLocalisation and eContent industries in Europe and worldwide.

As part of ELECT's efforts to achieve this objective, the LRC are holding a series of executive briefings and foundation courses on Web Localisation in Europe in September. These events are targeted at managers and executives of companies with an interest in marketing their products or services to the global community, and also people interested in learning about eContent localisation and internationalisation. Essentially, we would like to bring businesses, interested in selling globally, together with localisation companies that can help them localise their content. In addition, we would like to provide them with some basic skills so that they can enter into the localisation of their eContent in an informed way. All training and hosting costs for the courses will be paid by ELECT .

We are scheduling executive briefings and foundation courses to take place in four European capitals in September.

Munich: 8th and 9th September 2003
Prague: 11th and 12th September 2003
Madrid: 15th and 16th September 2003
Athens: 18th and 19th September 2003

We are now actively looking for participants for these courses. We would like to reach the widest possible audience and would appreciate any help you can provide in this area. We would like to contact suitable companies and individuals in each of the target regions, in the hopes that they would be interested in attending. These courses offer a unique opportunity for businesses that want to sell their products on a global level, be it hotel rooms or chocolates, to get an idea of how to market their products internationally and also the work and costs involved. If you are interested or know of any business people that may be interested please contact us or else send them the information from this email.

Any help you can give me would be gratefully appreciated,
Sincerely,

Karl Kelly
Localisation Research Centre (LRC)
Department of Computer Science and Information Systems (CSIS)
University of Limerick
Limerick
Ireland

Tel: +353-(0)61-202748
ElectEvents@ul.ie

The European Localisation Exchange Centre (ELECT) is an EU funded project, created under the auspices of the European Unions eContent programme. Its aim is to create a focal point for multilingual and multicultural digital content development and publishing.

A crucial element of ELECT is enhancing the visibility and recognition of the eLocalisation and eContent industries in Europe and worldwide.

As part of ELECT's efforts to achieve this objective, a number briefings and foundation courses in eContent Internationalisation and Localisation have been arranged. They will take place in four target cities: Athens, Madrid, Munich and Prague.

These events are targeted at managers and executives of small and medium-sized companies. Attendees will have with little knowledge of Internationalisation or localisation, but will have an interest in accessing new global markets.

The Executive Briefings will bring businesses interested in selling globally together with localisation companies that can help them localise their content.

The Foundation courses will provide them with basic skills that will allow them to be proactive in the localisation of their eContent.

If you would like to know more contact the LRC for further details.

Please forward this information to individuals or companies that you feel might be interested.

Annex E: Emails giving venue and course information for attendees

Czech Republic

ELECT Executive Briefing and Foundation Course

Date: Thursday the 11th and Friday 12^h of September

Venue: VSMIE Campus
Vysoká škola manažerské informatiky
a ekonomiky, a.s.
14/585 Vltavská
150 00 Prague 5

Schedule for Executive Briefings and Foundation Courses

Length of each session – 1½ hours. ½ hour coffee break between sessions.

Day One: Executive Briefing and Foundation Course Part One

<i>Executive Briefing</i>	
9 am to 9.30	Karl Kelly: The ELECT Project; what it is and how it can help in Localisation.
9.30 to 10.30	Guest Speaker: Talk on the localisation industry in the Czech Republic and a brief overview of the localisation process.
10.30 to 11 am	Coffee Break
<i>Internationalisation Foundation course</i>	
11 am to 12.30pm	Session 1: -The Basics
12.30 to 1.30: Lunch	
1.30 to 3 pm	Session 2: -Writing for an International Audience
3 pm to 3.30	Coffee Break
3.30 to 5 pm	Session 3: -The Next Step

Day Two: Foundation Course Part Two

Localisation Foundation Course	
9 am to 10.30	Session 1: -Basics and Language Selection
10.30 to 11 am	Coffee Break
11 am to 12.30pm	Session 2: -Preparing for Localisation
12.30 to 1.30: Lunch	
1.30 to 3 pm	Session 3: The Localisation Process
3 pm to 3.30	Coffee Break
3.30 to 5 pm	Session 4: -Managing a Localisation Project
5pm	End of Course

Germany**ELECT Executive Briefing and Foundation Course**

Date: Monday the 8th and Tuesday 9th of September
 Venue: Bowne Global Solutions Office
 Inselkammerstr. 11
 D-82008 Unterhaching,
 Germany

Schedule for Executive Briefings and Foundation Courses

Length of each session – 1½ hours. ½ hour coffee break between sessions.

Day One: Executive Briefing and Foundation Course Part One

<i>Executive Briefing</i>	
9 am to 9.30	Karl Kelly: The ELECT Project; what it is and how it can help in Localisation. Overview of Foundation Course.
9.30 to 10.30	Guest Speaker: Talk on the localisation industry in Germany and a brief overview of the localisation process.
10.30 to 11 am	Coffee Break
<i>Internationalisation Foundation course</i>	
11 am to 12.30pm	Session 1: -The Basics
12.30 to 1.30: Lunch	
1.30 to 3 pm	Session 2: -Writing for an International Audience
3 pm to 3.30	Coffee Break
3.30 to 5 pm	Session 3: -The Next Step

Day Two: Foundation Course Part Two

Localisation Foundation Course	
9 am to 10.30	Session 1: -Basics and Language Selection
10.30 to 11 am	Coffee Break
11 am to 12.30pm	Session 2: -Preparing for Localisation
12.30 to 1.30: Lunch	
1.30 to 3 pm	Session 3: The Localisation Process
3 pm to 3.30	Coffee Break
3.30 to 5 pm	Session 4: -Managing a Localisation Project
5pm	End of Course

*Further details are contained in the ELECT Workshop Outline

Greece:**ELECT Executive Briefing and Foundation Course**Date: Thursday the 18th and Friday 19^h of September

Venue: ITEC
45 Agias Kiriakias & 60 Amfitheas str.,
P. Faliro.,
Athens

Schedule for Executive Briefings and Foundation Courses

Length of each session – 1½ hours. ½ hour coffee break between sessions.

Day One: Executive Briefing and Foundation Course Part One

<i>Executive Briefing</i>	
9 am to 9.30	Karl Kelly: The ELECT Project; what it is and how it can help in Localisation.
9.30 to 10.30	Guest Speaker: Talk on the localisation industry in Greece and a brief overview of the localisation process.
10.30 to 11 am	Coffee Break
<i>Internationalisation Foundation course</i>	
11 am to 12.30pm	Session 1: -The Basics
12.30 to 1.30: Lunch	
1.30 to 3 pm	Session 2: -Writing for an International Audience
3 pm to 3.30	Coffee Break
3.30 to 5 pm	Session 3: -The Next Step

Day Two: Foundation Course Part Two

Localisation Foundation Course	
9 am to 10.30	Session 1: -Basics and Language Selection
10.30 to 11 am	Coffee Break
11 am to 12.30pm	Session 2: -Preparing for Localisation
12.30 to 1.30: Lunch	
1.30 to 3 pm	Session 3: The Localisation Process
3 pm to 3.30	Coffee Break
3.30 to 5 pm	Session 4: -Managing a Localisation Project
5pm	End of Course

Spain:**ELECT Executive Briefing and Foundation Course**

Date: Monday the 15th and Tuesday 16th of September

Venue: Universidad Europea de Madrid
28670 Villaviciosa de Odón. Madrid

For details on how to get to the venue go to <http://www.uem.es/como-llegar/>

Schedule for Executive Briefings and Foundation Courses

Length of each session – 1½ hours. ½ hour coffee break between sessions.

Day One: Executive Briefing and Foundation Course Part One

<i>Executive Briefing</i>	
9 am to 9.30	Karl Kelly: The ELECT Project; what it is and how it can help in Localisation.
9.30 to 10.30	Guest Speaker: Talk on the localisation industry in Spain and a brief overview of the localisation process.
10.30 to 11 am	Coffee Break
<i>Internationalisation Foundation course</i>	
11 am to 12.30pm	Session 1: -The Basics
12.30 to 1.30: Lunch	
1.30 to 3 pm	Session 2: -Writing for an International Audience
3 pm to 3.30	Coffee Break
3.30 to 5 pm	Session 3: -The Next Step

Day Two: Foundation Course Part Two

Localisation Foundation Course	
9 am to 10.30	Session 1: -Basics and Language Selection
10.30 to 11 am	Coffee Break
11 am to 12.30pm	Session 2: -Preparing for Localisation
12.30 to 1.30: Lunch	
1.30 to 3 pm	Session 3: The Localisation Process
3 pm to 3.30	Coffee Break
3.30 to 5 pm	Session 4: -Managing a Localisation Project
5pm	End of Course

Annex F: Course outline sent to attendees

Day 1, September 2003 – Internationalisation of eContent

- **Session 1: *Basics***
 - Introduction
 - What does Internationalisation mean
 - Internationalisation versus Localisation
 - eContent
 - Terminology and definitions
 - Representing text on the Internet
 - Characters
 - Character Sets versus Fonts
 - Character Encoding
 - Unicode
 - File Formats used for eContent
 - Markup Languages
 - Basics on HTML and XML

- **Session 2: *Writing for an international audience***
 - Cultural and Internationalisation - Introduction
 - Local conventions
 - Use of date, time, currency, numbers and unit measurements
 - Local web form design
 - Colours, graphics and symbols
 - Cultural pitfalls and misunderstandings
 - Connotation of product names
 - Gestures, slang expressions
 - Religious nuances
 - Case study

- **Session 3: *The next step***
 - Usability and common design/internationalisation pitfalls
 - Preparation for Localisation
 - Creating content
 - Technical issues
 - Legal and regulatory requirements
 - Internationalisation checklist
 - Summary

Day 2, September 2003 – Localisation of eContent

- **Session 1: *Basics and Language Selection***
 - Introduction
 - The Relationship to Internationalisation
 - The common localisation process
 - Language selection
 - Analysing your readiness
 - Localisation strategies

- **Session 2: *Preparing for Localisation***
 - Vendor selection
 - Preparation
 - Investigation and selection of a vendor
 - Preparing for localisation
 - Overview
 - The Localisation Kit

- **Session 3: *The Localisation Process***
 - Translation technologies
 - MT versus TM
 - Features of TM Applications
 - Terminology Management
 - Web Localisation Tools
 - Testing
 - The localisation testing process
 - Types of localisation testing
 - Localisation testing technology and tools

- **Session 4: *Managing a Localisation Project***
 - Planning
 - Budgeting
 - Scheduling
 - Project Management Tools
 - Reviews
 - Post Project Analysis

Annex G: Selection of Contacts approached in target countries

Czech Republic

Chamber of commerce (OHK)	e-mail
Economic Chamber of Czech Republic	rimska@komora.cz
Hospodářská komora hlavního města Prahy	hkp@hkp.cz
HOSPODÁRSKÁ KOMORA PLZEN	hkplzen@hkplzen.cz
Hospodářská komora Ždár nad Sázavou	ohk.zdar@tiscali.cz
Krajská hospodářská komora Ústeckého kraje	khk@kr-ustecky.cz
OHK Brno	ohkbrno@ohkbrno.cz
OHK Hodonín	sebesta@sebesta.cz
OHK Uherské Hradiště	ohk@ohkuh.cz
OHK Zlín	ohkinfo@telecom.cz
OHK Liberec	info@ohkliberec.cz
OHK Rakovnicko	ohk@rakovnicko.cz
OHK Vyškov	ohk@vys.czn.cz
OHK Breclav	ohk@breclav.net
OHK Decín	info@ohkdecin.cz
OHK Jeseník	ohk@jesenik.com
OHK Jicín	ohkjc@jicinet.cz
OHK Olomouc	ohkol@cbox.cz
OHK Opava	ohk@opava.cz
OHK Pardubice	khkpce@khkpce.cz
OHK Svitavy	ohk@svitap.cz
OHK Šumperk	ohk@ohk-sumperk.cz
OHK Jablonec	info@ohkjablonec.cz
OHK Prostejov	ohkpv@ohkpv.cz
OHK Příbram	karpiskova@volny.cz
OHK Poohří	rhkpoohri@mbox.vol.cz
Regionální hospodářská komora severovýchodních cech	rhkhradec@rhkhradec.c z

Tourist sites

info@pis.cz;
cta-pha@mbox.vol.cz
'ic@cccr-cta.cz
pakt@comp.cz
jahodova@wo.cz
ack@ackcr.cz
'sekretariat@anet.cz;
'nfhr@iol.cz;
'jiri.machal@hrad.cz;
prochazkova@cccr-cta.cz

Embassy

Ohkul@mag-ul.cz; "
nicolicova@mag-ul.cz
cma@cma.cz
unie@uniscr.cz

Czech management association
 Unie investičních společností CR (union of

investment)
Czech Industry

office@czechindustry.org

ASSOCIATION OF TRAVEL AGENCIES OF CZECH REPUBLIC	ackcr@ackcr.cz
Association of Tourist Guides in the Czech Republic	voleman@ms.anet.cz
Asociace pro elektronickou komerci	info@apek.cz

Rybářské potřeby LOS - CORMORAN	info@los-cormoran.cz
SEMA LENEŠICE, spol. s r.o.	export@sema.cz
Vilda	pavel.kylousek@worldonline.cz
Vladimír TICHÝ	info@silent.cz
Dr. Pio Kinsky dal Borgo - SPRÁVA HOSPODÁŘSTVÍ - lesnictví, pila, zámek, ubytování, hrad	kinsky.chl.@wo.cz
DVOŘÁČEK František - Velkoobchod BDDP	Frantisek.Dvoracek@quick.cz
AKORD KVINT, spol. s r.o	akordkvint@akordkvint.com
(COC)OBCHODNÍ A HOSPODÁŘSKÁ KOMORA BRNO	ohkbrno@ohkbrno.cz
(COC)OBCHODNÍ KOMORA Švýcarsko - Česká republika HST	info@hst.cz
BICOVA support for small and med size enterprises	bicova@bocova.cz

Greece:

asteris@acci.gr	hferries@acci.gr
bassis@acci.gr	ipocam@Ath.forthnet.gr
farma@acci.gr	niheco@acci.gr
stafylos@acci.gr	mail@tours.zeus-group.gr
andys@travelling.gr	exclgr@travelling.gr
aldi@acci.gr	intermod@tag.gr
griffin@griffin.gr	orbita@otenet.gr
mondial@acci.gr	vip@luxury.gr
sunsail@acci.gr	trouters@acci.gr
katerina@acci.gr	latinsun@travelling.gr
twi@acci.gr	inbox@hltr.ath.forthnet.gr
ztours@travelling.gr	george76@acci.gr
almos@otenet.gr	kronos-h@acci.gr
tourlite@acci.gr	was@was.gr
toplevel@acci.gr	travnet@acci.gr
unionair@otenet.gr	diexodos@acci.gr
himalaya@acropolis.net	naki@acci.gr
galaxy@acci.gr	petrides@travelling.gr
frei@acci.gr	sunsmile@hol.gr
byzantin@acci.gr	mptravel@acci.gr
aegeanj@acci.gr	horizon@ath.forthnet.gr
creditt@acci.gr	travellone@travelling.gr
info@athenatours.gr	skylines@groovy.gr
hyattath@ath.forthnet.gr	tnt@acci.gr
hellotravel@travelling.gr	monogram@travelling.gr
trvlse@otenet.gr	ionian@acci.gr
info@www.gtpnet.com	fantasy@travelling.gr
georges@travelling.gr	ADMIN@AIAS.NET
dolphin@acci.gr	info@valuenet.gr
travelclub@galileo.gr	operations@euro-link.gr
panos@travelling.gr	info@altcom.gr
alfreds@travelling.gr	sim@acci.gr
autoteam@acci.gr	info@netplan.gr
grecian@grecian.gr	m-com@acci.gr
tourist@netplan.gr	harko@acci.gr
mauritiu@acci.gr	wittelgr@acci.gr
gold@acci.gr	gbas@acci.gr
salina@travelling.gr	gtel@genertel.gr
agoratvl@otenet.gr	sequel@acci.gr
griffinmarine@griffin.gr	comments@mobitel.com
mc_pagr@acci.gr	amitel@otenet.gr
Info@triaina.gr	info@etae.com
electvl@acci.gr	info@hellasint.gr
nobilis@acci.gr	intraw@acci.gr
for-ever@acci.gr	inbox@eglezakis.gr
klampr@acci.gr	saron@acci.gr
epimorph@acci.gr	klampr@acci.gr
tseros@acci.gr	epimorph@acci.gr
humboldt@otenet.gr	tseros@acci.gr
mkek@acci.gr	humboldt@otenet.gr
omme@acci.gr	mkek@acci.gr
campus@ath.forthnet.gr	omme@acci.gr

euathens@netor.gr	campus@ath.forthnet.gr
bhc@bheda.elea.gr	euathens@netor.gr
info@sbie.edu.gr	bhc@bheda.elea.gr
ist@acci.gr	info@sbie.edu.gr
sportsc@ath.forthnet.gr	ist@acci.gr
iscgr@acci.gr	sportsc@ath.forthnet.gr
filippas@acci.gr	iscgr@acci.gr
accint@compulink.gr	eureka@my-eureka.gr
xariss@acci.gr	fcollege@acci.gr
asimakis@acci.gr	aktogra@acci.gr
culligan@acci.gr	iek@acci.gr
sterifan@acci.gr	sqegr@otenet.gr
ksbtesma@acci.gr	

EBEA, E-mail Address(es): ebea@acci.gr (Chamber of Commerce of Athens)

EBEP, E-mail Address(es): evpgr1@acci.gr (Chamber of Commerce of Piraeus)

EBETH, E-mail Address(es): root@ebeth.gr (Chamber of Commerce of Thessaloniki)

Germany:

Different organizations/associations for companies:

1) Bund der Selbständigen (employers' association)

Deutscher Gewerbeverband
Landesverband Bayern e.V.

Schwanthalerstraße 110
80339 München

Tel.: 0 89 / 54 05 60
Fax: 0 89 / 5 02 64 93

E-Mail: info@bds-bayern.de

2) eco Electronic Commerce Forum –(e-commerce association)

Verband der deutschen Internetwirtschaft e.V.

Arenzhofstraße 10
50769 Köln

Tel.: 0221 / 70 00 48 - 0
Fax: 0221 / 70 00 48 - 11

E-Mail: info@eco.de

Web: <http://www.eco.de>

3) Zentralverband des deutschen Handwerks ([The German Confederation of Skilled Crafts](http://www.zdh.de))

<http://www.zdh.de/servlet/ContentServer?pagename=zdh/RenderPage>

Haus des Deutschen Handwerks
Mohrenstraße 20/21
10117 Berlin
Tel.: 030 / 206 19 - 0
E-Mail (Allgemein): info@zdh.de

4) [Europäisches Wirtschaftsforum e.V. München \[EWF\]](http://www.e-w-f.info/) (European economy forum)
<http://www.e-w-f.info/>

mail@e-w-f.info

Chambers of Commerce Bavaria

Industrie und Handelskammer für Augsburg und Schwaben

Stettenstr. 1+3
86136 Augsburg
Germany

Tel: +49 821 3162 362

Fax: +49 821 3162 171

E-mail: info@augzburg.ihk.de

Web: www.augzburg.ihk.de

Industrie-und Handelskammer für Oberfranken Bayreuth

Bahnhofstr. 25-27
95444 Bayreuth
Germany

Tel: +49 921 8860

Fax: +49 921 12778

E-mail: info@bayreuth.ihk.de

Web: www.bayreuth.ihk.de

Industrie-und Handelskammer zu Coburg

Schloßplatz 5
96450 Coburg
Germany

Tel: +49 9561 74260

Fax: +49 9561 742650

E-mail: ihk@coburg.ihk.de

Web: www.coburg.ihk.de

Industrie-und Handelskammer für München und Oberbayern

Max-Joseph- Str. 2
80333 München
Germany

Tel: +49 89 51160
Fax: +49 89 5116306
E-mail: ihkmail@muenchen.ihk.de
Web: www.muenchen.ihk.de

Industrie-und Handelskammer Nürnberg für Mittelfranken

Hauptmarkt 25-27
90403 Nürnberg
Germany

Tel: +49 911 13350
Fax: +49 911 1335488
E-mail: info@ihk-nuernberg.de
Web: www.ihk-nuernberg.de

Industrie-und Handelskammer für Niederbayern in Passau

Nibelungenstr. 15
94032 Passau
Germany

Tel: +49 851 5070
Fax: +49 851 507280
E-mail: ihk@passau.ihk.de
Web: www.passau.ihk.de

Industrie-und Handelskammer Regensburg

D.-Martin-Luther-Str. 12
93047 Regensburg
Germany

Tel: + 49 941 56941
Fax: +49 941 5694 279
E-mail: info@regensburg.ihk.de
Web: www.ihk-regensburg.de

Industrie-und Handelskammer Würzburg-Schweinfurt

Mainastr. 33
97064 Würzburg
Germany

Tel: +49 931 41940
Fax: +49 931 4194 100
E-mail: info@wuerzburg.ihk.de
Web: www.wuerzburg.ihk.de

Bayern Innovativ

Bayern Innovativ Gesellschaft für Innovation und Wissenstransfer mbH

Gewerbemuseumplatz 2

90403 Nürnberg

Tel: +49 911 206 710
Fax: +49 911 20671792
www.bayern-innovativ.de
info@bayern-innovativ.de
Contact: Miss Kerry Nip

Munich tourist office
Munich Software Campus
Regus Business Centre
Munich Network
Bavaria software initiative
Media Works Munich
american chamber of commerce mun.
service 4 media tourism + trade

tourismus@muenchen.de
wagenpfeil@software-campus.de
bjorn.ebner@regus.com
robert.schwarzenboeck@munichnetwork.com
info@software-offensive-bayern.de
andrea.schirmer@ivg-ag.de
amcham@amcham.de
pr.fva@muenchen.de
bvmw.berlin@bvmw.org
info@stuttgart.ihk.de
iszihkmail@muenchen.ihk.de'
'bitkom@bitkom.org'
verband@t-online.de

munich sme group

employers' association
e-commerce association Koln
The German Confederation of Skilled Crafts)
Europäisches Wirtschaftsforum e.V. München [EWF] mail@e-w-f.info

info@bds-bayern.de
info@eco.de
info@zdh.de

Chamber of Commerce Munich
IHK für München und Oberbayern
Max-Joseph-Str. 2
D-80333 München

Tel.: 0049 89 5116-0
Fax: 0049 89 5116-306

e-mail: ihkmail@muenchen.ihk.de

Enterprise Ireland Munich
Landsberger Str. 155
Regus Business Centre
D-80687 München

Tel.: 0049 89 57959117
Fax: 0049 89 57959200

Contact: Mr. Jan Gerritsen

e-mail: jan.gerritsen@enterprise-ireland.com

Spain:

Camara Madrid.es: - cex4@camaramadrid.es 0034615383500

Spanish Confederation of Small and Medium Enterprises (CEPYME)

> Diego de León, 50

> 28006 MADRID

> Teléfono 91 411 61 61

> Fax 91 564 52 69

> Web: www.cepyme.es

> cepyme@cepyme.es

> Spanish Trade Board (ICEX, INSTITUTO ESPAÑOL DE COMERCIO EXTERIOR)

> Paseo de la Castellana, 14-16

> 28046 Madrid

> Tel: 91 349 61 00

> Fax: 91 431 61 28

> Web: www.icex.es

>

> Spanish Chamber of Commerce (Consejo Superior de Cámaras de Comercio,

> Industria y Navegación de España)

> c/ Velázquez 157-1ª Planta

> Madrid 28002

> Tel.: 00-34-91-5906900

> Fax: 00-34-91-5906908

> Web: www.camaras.org

>

> Department of Commerce and Tourism (Secretaría General de Comercio y

> Turismo)

> Paseo de la Castellana 162

> 28071

> Madrid

> Tel.: 00-34-91-3493500/3493915

> Fax: 00-34-91-3495242

> Web: Tourism: <http://www.mcx.es/turismo> and

www.tourspain.es -sgturismo@tourspain.es

Commerce:

> www.mcx.es -Buzon.Oficial@DGCOMINVER.SSCC.MCX.ES

>

> We would also suggest that you get in contact with the Irish Commercial

> Office in Madrid. Their details are:

> OFICINA COMERCIAL DE IRLANDA EN ESPAÑA

> Paseo de la Castellana 46-3º

> 280046 Madrid

> Tel.: 00-34-91-4364086

> Fax: 00-34-91-4356603

> Spanish Confederation of Small and Medium
Enterprises (CEPYME)

Department of Commerce and Tourism

cepyme@cepyme.es

sgturismo@tourspain.es

MCX
madridchamber of commerce

Buzon.Oficial@DGCOMINVER.SSCC.MCX.ES
'cex4@camaramadrid.es'

Annex H: Event Feedback Form**Elect Event Evaluation Form**

Please take a few minutes to fill in this questionnaire. This will help us to improve future events. To mark your preference, replace the “o” with an “x”

Venue

	very good	good	appropriate	bad	very bad
Appropriateness of venue	o	o	o	o	o
Facilities available	o	o	o	o	o
<i>Comments</i>					

Organization

Responsiveness of presenters	o	o	o	o	o
Information provided	o	o	o	o	o
Relevance of information	o	o	o	o	o
<i>Comments</i>					

Programme**Executive Briefing**

Topics covered	o	o	o	o	o
Presenter	o	o	o	o	o
<i>Comments</i>					

Guest Speaker

Topics covered	o	o	o	o	o
Presenter	o	o	o	o	o
<i>Comments</i>					

Course 1: Internationalisation

Topics covered 0 0 0 0 0

Presenter 0 0 0 0 0

Comments

Course 2: Localisation

Topics covered 0 0 0 0 0

Presenter 0 0 0 0 0

Comments

Suggestions for future events

About yourself (country of residence, job/position, experience and background)

General comments

Annex I: Attendee lists – Registered and Actual**Registered Attendee List****Germany**

Peter Sandrini	University of Innsbruck Translation Department	Assistant Professor peter.sandrini@uibk.ac.at	+43 512 507 4261
Petra Dalmus	LinguaPoint GmbH	Managing Director petra_dalmus@linguapoint.de	+49-89-12664440
Garry Levitt	LinguaPoint GmbH	Project Manager garry_levitt@linguapoint.de	+49-89-12664442
Bernd J. Sattler	echo international	European Director bjsattler@aon.at	+43 6225 28461

Czech Republic

Moze Jacobs	Blue Crow Publishin		moze@eircom.net
Petr Mañas	LCS International, a.s	Dir. for strategic and international developments	petr.manas@lcs.cz
Martina Kutiková	Lcs International, a.s	Coordinator of International Projects	martina.kutikova@lcs.cz
Tomas Lejsek	Center for computer graphics support	Director	lejsek@cegra.cz
Peter Rittau	Olympus European Customer Support Center	Technical Manager	rittau@olympus.cz
Willemijn Den Haan	Haastig s.r.o, Hotel U Jezera and Hotel Nechanicky	General Manager	haan@volny.cz
Pavel Novak	Bax Global Spol. SRO		pnovak@baxglobal.com
Zdeňka Závůrková	IBM Czech Republic	Translation Services Center team Leader	zzavurkova@cz.ibm.com
Vera Snaselova	Moravia IT, a.s.	Account Manager	veras@moravia-it.com

Spain

Feliciano Donoso Garcia	Freelance	Lead Engineer	2045142@campus.uab.es
Beatriz Ronda	Albisa-solutions	Project Manager	Beatriz.ronda@albisa-solutions.com
Heinz Rudolf	Albisa-solutions	Managing Director	Heinz.rudolf@albisa-solutions.com
Enrique Villar de Zuloaga	Prem Dan SLV	Project Manager	enrique@premdan.com
Anna Enjuto	--Freelance--	Translator	aenjuto@terra.es

Alejandra Roda Penalva	--Freelance--	Translator	alxroda@hotmail.com
María Pedrós Piñón	--Freelance--	Translator	mapepis@hotmail.com; mariapedros@telefonica.net
Claudette Hepburn	--Freelance--	Translator	hepburnclau@wanadoo.fr
Sheila Díaz de Cerio Ezcurra	--Freelance--	Translator	sheiladiaz1@yahoo.es
Corrine Callois	--Freelance--	Translator	ccallois@onetel.net.uk
Victoria Jordán Nieto	--Freelance--	Translator	mvjordan@telefonica.net
Remedios Ruiz-Cascales	American Institutes for Research	Research Assistant	remeruiz@juno.com,

Greece

Tradis Argyriou	Tie Hellas Telecoms	Managing Director	tieargy@idealnet.net
Michael E. Kassotakis	Division of Business Studies & Management Consultants	Consultant	mekass@icap.gr
Panagiotis D. Tzellos	www.derivatives.gr	Managing Director and Founder	ptzellos@derivatives.gr
Lorraine O'Brien Iatridis	Personal choice and Hellenic Celtic Trading	Director	lobbi71@otenet.gr
Marcos Illescas	Europol (European Police Office)	First officer/linguistic director	IllescasM@europol.eu.int
Stavroula Zannia	Euroscript Luxembourg	Translator	Zannia@euroscript.lu

Actual Attendee List**Germany**

Peter Sandrini	University of Innsbruck Translation Department	Assistant Professor peter.sandrini@uibk.ac.at	+43 512 507 4261
Petra Dalmus	LinguaPoint GmbH	Managing Director petra_dalmus@linguapoint.de	+49-89- 12664440
Garry Levitt	LinguaPoint GmbH	Project Manager garry_levitt@linguapoint.de	+49-89- 12664442
Bernd J. Sattler	echo international	European Director bjsattler@aon.at	+43 6225 28461

Czech Republic

Tomas Lejsek	Center for computer graphics support	Director	lejsek@cegra.cz
Peter Rittau	Olympus European Customer Support Center	Technical Manager	rittau@olympus.cz
Zdeňka Závůrková	IBM Czech Republic	Translation Services Center team Leader	zzavurkova@cz.ibm.com

Spain

Feliciano Donoso Garcia	Freelance	Lead Engineer	2045142@campus.uab.es
Beatriz Ronda	Albisa-solutions	Project Manager	Beatriz.ronda@albisa-solutions.com
Heinz Rudolf	Albisa-solutions	Managing Director	Heinz.rudolf@albisa-solutions.com
Teresa Lagos		Freelancer	terelakes@hotmail.com
'Katya Ximénez'		Freelancer	katyaxi@yahoo.com
Enrique Villar de Zuloaga	Prem Dan SLV	Project Manager	enrique@premdan.com
María Pedrós Piñón	--Freelance--	Translator	mapepis@hotmail.com; mariapedros@telefonica.net
Sheila Díaz de Cerio Ezcurra	--Freelance--	Translator	sheiladiaz1@yahoo.es
Victoria Jordán Nieto	--Freelance--	Translator	mvjordan@telefonica.net
Remedios Ruiz-Cascales	American Institutes for Research Research	Assistant	remeruiz@juno.com,

Greece

Marcos Illescas	Europol (European Police Office)	First officer/linguistic director	IllescasM@europol.eu.int
Stavroula Zannia	Euroscript Luxembourg	Translator	Zannia@euroscript.lu

Annex J: Final letter to attendees before the events

Please find attached details of the venue and schedule for the ELECT Executive Briefing and Foundation course to take place in Madrid on September 15 and 16. I have also attached a detailed description of the subjects to be covered during the foundation course.

Taking into consideration that this course will serve as a very basic introduction to the concepts of eContent Internationalisation and Localisation we feel that the topics covered will provide people new to Internationalisation and Localisation with the information necessary to make an informed start with the localisation of their eContent.

If you have any queries, suggestions or comments please feel free to contact me.

Best Regards

Karl Kelly
 Localisation Research Centre (LRC)
 Department of Computer Science and Information Systems (CSIS)
 University of Limerick
 Limerick
 Ireland

Tel. +353-61-202748

 LRC '03 - The 8th Annual Conference and Showcase for multilingual digital media
 Publishing

O'Reilly Hall, Dublin, 17-19 November 2003

“Where digital media meets localisation”

www.localisation.ie
