

MARKETING FOR A SUCCESSFUL TRANSLATION/INTERPRETING CAREER

10 STEPS TO GO FROM GENERIC TO EXCLUSIVE OR FROM STRUGGLING TO THRIVING

PRESENTED BY	Tess Whitty
HOSTED BY	The Northeast Ohio Translators Association
DATE	June 9, 2018
TIME	10AM—4PM
LOCATION	Doubletree by Hilton Hotel 6200 Quarry Ln — Independence, OH 44131
COST	\$40 [NOTA members] \$60 [Non-members]

ABOUT THE TRAINING

JOIN US FOR A FULL DAY OF MARKETING TIPS AND STRATEGIES
TAILORED TO T/I FREELANCE PROFESSIONALS.

DURING THIS 4-HOUR TRAINING, YOU WILL LEARN HOW
TO GROW YOUR BUSINESS AND GO
“FROM GENERIC TO EXCLUSIVE OR FROM STRUGGLING TO THRIVING”!

[WE WILL BREAK FOR 1.5HRS FOR LUNCH,
SO YOU’LL ALSO HAVE PLENTY OF TIME TO NETWORK WITH COLLEAGUES.]



ABOUT THE TRAINER

Tess Whitty has been working as an English>Swedish freelance translator since 2003, specializing in corporate communications, software, and information technology. She has an MSc in economics and an MA in marketing and has also worked as a marketing manager.

Tess shares her knowledge and experience in marketing and business as a speaker, trainer, and consultant. Her book, *Marketing Cookbook for Translators*, contains marketing tips for both experienced and new freelance translators. She is the host of the podcast *marketing tips for translators*.

Even though she loves marketing, she views her site as way to share good tips and tools, and to create a community of freelance translators, with a focus on marketing.

For more information, please visit: www.marketingtipsfortranslators.com



TO REGISTER

REGISTRATION / PAYMENT

To register, contact Jill Sommer at president@notatranslators.org
+ send your PayPal payment at PayNOTA@notatranslators.org

SCHEDULE

10-10:30am	Registration / Opening remarks
10:30-12:30	Training
12:30-2pm	Lunch
2-4pm	Training / Closing remarks

MISC.

Drinks (coffee, tea, iced tea, water) will be provided.
Pack your lunch or go out with colleagues to one of the many restaurants in the area.

