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INTONATION
TRANSLATIONS
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Your Guide to Translation and What Every Good Sporting Organisation Should Know



If **sport** is your game...
Intonation is the name.
Providing **trusted translation**
services for more than **30 years**.

As the £20bn-a-year sports sector soars to an all-time high, more elite athletes than ever are building their lives and careers in this field.

Finding a trusted translator, with sporting expertise, is crucial for a wide range of requirements from sport event management to marketing and regulatory requirements.

Intonation is Britain's fastest-growing language service provider - supplying clear and concise translations to members of the sporting community.

We work with athletes, lawyers, journalists, national and international sporting federations, anti-doping bodies, product retailers and marketing professionals.

Partnering with individuals and organisations, our network of friendly linguists - all with at least five years' professional experience - is among the very best.

Intonation at a glance

- 'Project Manager of the Year' winner and 'Project Management Team of the Year' runner-up at the Association of Translation Companies Language Industry Summit Awards 2017.

- UK's Fastest Growing Language Service Provider (Association of Translation Companies 2016)
- 100 per cent score according to our latest client satisfaction survey and 30 years of expertise.
- Commitment to accuracy of language, style and formatting.

With these impressive credentials, Intonation has created a comprehensive translation guide to explain the process and provide advice to members of the sporting community.

There is also expert industry insight from Geoffrey Bowden, General Secretary of the Association of Translation Companies and Intonation's Commercial Director, Dan Peachey.

Our Translation Guide is also available for download on our Sports Translation page at www.intonation.co.uk



Written or spoken? Know the score!

When it comes to commissioning language services, it pays to be knowledgeable about the different types available.

Language services

Translations for the sporting sector need to be precise and exact with accuracy at the heart of the process.

If you want to interact verbally with people in a foreign language you need an interpreter. If you are working with text, you need a translator.

Sport translation

Translation refers to communicating the written word, and the scale, depth and range of documentation is immense.

Not surprisingly, choosing a translator who has specific experience of the sporting sector will ensure accuracy and precision and will also speed up the process. They will be familiar with terminology and styles of writing and will also have a wider knowledge of specific sports.

For example, in complex contract scenarios, it is important to pay attention to detailed information while slight nuances in language can impact on marketing messages.

For documents that are very personal, such as a marriage certificate, precision is key, especially if the document is required by law to verify identity.

Types of documentation

- Contracts
- Rules, regulations, codes
- Marketing material
- Sports event management information
- Legal documents
- Financial documents
- Personal documents such as marriage and birth certificates
- Anti-doping documentation including testimony



Sporting interpreters

An interpreter working in the sports world must have a thorough knowledge of the industry and each sport's unique language.

As well as being familiar with sporting phrases and how to interpret them, the tone and manner in which a person speaks must be translated in a completely accurate and non-biased manner.

The way in which a person's spoken words are interpreted can change and sometimes even alter the course of negotiations.

Sports interpreters are a vital tool in recruiting overseas players and athletes, in contract negotiations and when communicating with overseas staff.

Once an overseas employee has settled in the UK they may need help with business meetings, immigration matters or medical appointments.

Sporting transcription

Transcription is the art of ensuring the spoken word is accurately converted into the written word. There are many different forms of sports transcription, whether it be employment contracts, marketing material or club documents.

Transcription may be in English or a foreign language, which later may require translation.

Did you know?

On-time translations were cited as the **number one priority** for clients according to Intonation's Client Satisfaction Survey.



Did you know?

Marketing in a translation context is known as '**transcreation**' - a term used by advertising and marketing professionals to describe highly creative translation matter.



Playing by the rules: typical sport translations

From international signings to new entrants into popular sports as well as global tournaments, sponsorship and legal requirements, the need for sports translations continues to grow at an impressive rate.

A professional language service provider will source the right kind of translator to meet the needs of this diverse and culturally complex sector.

and regulations. In cases where there are allegations of prohibitive substances, accurate and expert translations are required.

Sport Event Management

With thousands of people travelling many miles to watch their favourite sports, event management information needs to be in multiple languages.

Players/Athletes

Accurate and fully certified original translations of key documents are important for players moving to join clubs and teams overseas. It can include contracts, medical information as well as personal documents.

Sports Marketing

Marketing in a translation context is known as 'transcreation' - a term used by advertising and marketing professionals to describe highly creative translation matter.

It needs to capture the right tone of voice and brand personality, resonating with target audiences across continents.

Material can be online or hard copy format and includes advertising, leaflets, brochures, digital animations, social media, press releases, editorials and websites.

Sports & Competitions

The formal regulation of sport has evolved rapidly during modern times. Ensuring the same rules are practiced worldwide has enabled sport to become a global phenomenon. When major sporting competitions and tournaments take place on an international scale, the need for accurate translations of rules and codes is paramount. Clearly translated rules remove ambiguity and provide adherence and enforcement.

Legal

Translations of legally binding documents such as contracts need to be accurate and precise. Certified and Notarised translations provide official confirmation that a competent translator has been used and the material is an accurate translation of the original.

Anti-doping

Ensuring public confidence in clean sport has put a spotlight on anti-doping rules

The globalisation of the sporting world:

Soccer, football, fútbol, futebol, futbol

At the Rio Olympics in 2016, there were more than 10,000 athletes, representing 207 nations who competed in 31 sports. The event reached 7.4bn people across the world, with active media engagement of 3.7bn.

Compare those statistics to the very first modern Olympics held in Athens, Greece, in 1896 where there was a crowd of 60,000 spectators with 280 all male participants from 13 nations, who competed in 43 events.

There is no doubt that the magnitude of the sports industry is immense and reaches out to a global audience. Conversely, the language of sport is historic and deeply embedded in individual nationalities and culture.

The first Tour de France was held in 1903. There were 60 competitors from France, Belgium, Germany and Switzerland. In 2017, the event was broadcast to 190 countries. It featured 18 world teams and four wild card teams. It attracted 6.5m fans and followers on social media networks.

Golf dates back to fifteenth century Scotland, badminton was played in India in the eighteenth century, Judo was developed in Japan in 1882 and the first bobsled run was constructed in St Moritz, Switzerland, in 1897.

Sport origins make them indigenous to specific countries which can make the terminology baffling even to a native speaker.

Translate it for an overseas audience and the difficulties are magnified considerably. It is vital that a translator is a native mother tongue speaker with a sound understanding of individual sports and their terminology.

For example:

The language of fencing is French. 'En-garde' describes the basic stance of a fencer.

A fielding position in cricket such as 'silly mid-on' is unlikely to be directly translated.

The word 'sportsman' refers to athletes in the UK but specifically, is used to describe hunters and fishermen in North America.



Did you know?

Intonation works with **more than 2000** legal translation experts and supports **over 600** language combinations.



A step-by-step guide to the translation process

Whether you've worked with translators in the past or you're considering using a translation company for the first time, being 'au fait' with the process will help you get the most from it.

Knowing what to expect and when will ensure you get the best possible outcome.

Did you know?
Asking a translation company to work on a **draft in progress** helps **save time** but avoid large amendments to the original text as the **costs can add up**.

£££



Step 1
Decide the language and audience for your translation project and identify the documents that require translation.



Step 2
Send the documents to your translation company including all of the relevant reference material such as tables or graphs. Be clear about deadlines and expectations.



Step 5
A good translation company will handpick a translator who's the perfect match for your project and specific sport.



Step 6
Once the process has begun, the translator will raise any queries with the document.



Step 3
The translation company will review the project requirements, provide costs, timescales and key project milestones.



Step 4
Once you are happy with the agreed schedule of works, sign off costs and begin.



Step 7
Once the words have been translated, the translation company will carry out a thorough review covering consistency, punctuation, terminology, spelling and formatting.



Step 8
When the translation company is happy that your project meets all of their quality standards, they will supply it in the format requested - on time and ready for you to use with confidence.

Focus with Geoffrey Bowden



Buying language services can be both daunting and confusing. Geoffrey Bowden, General Secretary of the Association of Translation Companies offers some useful advice about how to get the best results.

Written or spoken – identify your required service

There is a significant difference between translation and interpreting - which one do you require? If you want to interact with people in a foreign language you need an interpreter. If you are working with text you need a translator. Both can be supplied by a Language Service Provider (LSP).

Choose the correct translation partner

There are no hard and fast rules on the type of translation partner to use: a bilingual member of staff, a freelance translation provider, or a translation company.

However, it is a common misconception that someone who speaks a language will also be a good translator. Serious mistakes can occur when specialist knowledge of a subject is required, particularly for sectors such as the law.

Ask potential translation companies for samples of their work; it's also a good idea to run samples past a trusted, language-sensitive native speaker for a second opinion.

Don't compromise on quality

Working with an accredited translation company gives reassurance about the quality of translations you will receive. Members of the ATC are carefully vetted before being admitted as members, adhere to a strict code of professional conduct, are subject to the rulings of a professional ethics committee and carry full professional indemnity insurance cover to safeguard the interests of the translation buyer.

Be budget savvy

The cost of the translation will depend on the length of the document, the content and the foreign language required. A technical document will require a specialist translation company and may be more time-consuming.

Be realistic on timings

Often the first question is 'How long will it take?' This is not a question that can be answered simply since it will depend on the content of the translation and how you wish to receive the finished product.

Form a long-term partnership with your translation company

You'll get best results from developing an on-going relationship with a translation company. The longer you work with them, the better they will understand your requirements.

Did you know?

The UK's **language service providers** market is one of the **largest in the world** worth in excess of **£1 billion** according to a report by the Association of Translation Companies in 2016.



Geoffrey Bowden General Secretary of the Association of Translation Companies



Geoffrey has served the Association of Translation Companies (ATC) for over 30 years. It was founded in 1976 and

represents the interests of translation companies and also serves the needs of translation purchasers.

Geoffrey said: "Anyone commissioning language services, be it translation or interpreting, needs to be certain that they are entrusting the work to an LSP that takes its responsibilities for accuracy seriously.

"There is no such thing as a rough translation or an approximate interpretation of what's being said.

"Intonation is a leading member of the Association of Translation Companies and has rightly earned a reputation for being a trusted language partner."

For more information about the ATC visit their website www.atc.org.uk or call the ATC's telephone helpline on: + 44 (0)1273 676777.

Insight from the expert: Dan Peachey



Dan has been working in the translation sector for the last 17 years. Here he shares his insights and advice.

What's big in translations at the moment?

Machine translations are getting more and more popular. Computers aren't quite able to match a human translator yet, but the process of using machine translation and a human editor can be really useful for translating large documents such as manuals where there is a lot of repetition. It's very effective at speeding up the process and improving consistency.

What are the big challenges when it comes to sports translations?

The sports sector is immense and reaches out to a global audience but the language of sport is historic and deeply embedded in individual nationalities and cultural identity which can make it baffling even to a native speaker! Translate it for an overseas audience and the difficulties are magnified considerably. A language service provider with mother tongue translators who have a real grasp of sports translations will save time and money in the long run.

Can technology-based translations work for sports documents?

It really depends on each individual translation requirement.

Where there are large volumes of work, we pull in a team of experts to speed up the process and use mother tongue translators with specialist expertise for accuracy and precision. We also have the latest translation memory software and CAT-tools.

Our teams examine which process works best for each requirement to ensure clients benefit from the best balance between cost and accuracy.

In a sentence, can you sum up what's important when it comes to getting sporting translations spot on?

Accuracy, precision, experience and being on time.

Did you know?

Dan Peachey is **Commercial Director** at Intonation, Vice Chairperson of **Eulogia**, the European Alliance of Translation Agencies and an ATC Council Member.



Frequently asked questions

How do translation companies price their services?

Some companies charge by time, some by line, page or number of words. At Intonation, the pricing structure is per thousand words.

Does the cost of translations vary from language to language?

Yes, because of the availability of good quality translators. Countries with small populations such as Iceland are usually expensive while countries or regions where the cost of living is high, such as Scandinavia, generally cost more. Japanese translations are also pretty expensive too.

I am organising a sporting event, can you help with translations for signage and online visitor information?

Translation services for the sports sector vary from legal documents and transcriptions to marketing material and rules and regulations. Our translators work closely with clients to provide event management support, ensuring all 'visitor journey' requirements are fully scoped out.

Did you know

In the translation world, the fastest growing language pairs are **English to German, English to French, English to Arabic** and **English to Chinese** according to a report by the Association of Translation Companies in 2016.



Can translation companies provide non-disclosure agreements?

A good quality language service provider will be able to provide a non-disclosure agreement. They will also have professional membership of one of the trade bodies such as the Association of Translation Companies or the Institute of Translation & Interpreting.

Is it necessary to use a specialised translation company?

A specialist translation company with in-depth knowledge of sport and the typical requirements of the industry will certainly be a significant advantage. They will have a wider understanding of the key issues involved and highlight any areas of concern especially around the use of sport specific terminology and phrasing.

Intonation's Services

With a reputation for exceptional customer service and a real commitment to accuracy of terminology, style, formatting and technical competence, you can rely on a firm with passion and commitment for clear, accurate translations at an affordable price.



Translation services

Intonation is the benchmark for quality in sporting translation.

All our translators are subject area experts, with a minimum of 5 years' professional experience translating solely into their mother tongue. We work closely with our clients to provide a bespoke, confidential service, unparalleled in its expertise and accuracy.

We can offer translations in over 600 language combinations of all types of sport related documentation - from certificates and contracts to medical reports, as well as marketing material, event management, information and rules, regulations and anti-doping legislation.

As full members of the Association of Translation Companies and Institute of Translation and Interpreting, we are able to provide all levels of translation certification, including notarisation, legalisation by the FCO or swearing on affidavit and are happy to talk through the process.

Interpreting services

At Intonation we understand the importance of using impartial, professional, expert interpreters and, with over 30 years' experience, you can rely on us to get it right, every time.

Our interpreters are experts not only in the spoken word but also with the cultural expressions and etiquette. Our clients' needs are our priority and as such our interpreters are handpicked according to their individual skills and experience - spoken language, subject matter, country knowledge and location.

So what is interpreting? Interpreting is the art of orally translating the spoken word between (usually) two languages and must be carried out in a completely accurate and non-biased manner. We provide interpreters for a wide variety of requirements such as meetings, conferences and press conferences.

Transcription services

At Intonation we work alongside the sporting profession to provide an accurate and efficient transcription service.

All our work is carried out by mother tongue transcribers and is checked by a second checker before return to the client. Our pricing is competitive and, with the achievement of a 100% customer satisfaction rate according to our 2017 Customer Survey, you can have real confidence in our ability to handle your transcriptions with precision, accuracy and care.

We are happy to provide transcriptions in any language required and can offer a translation service for transcribed text. We can offer time-coded transcriptions and are happy to work from most formats, including WAV, MP4, AAC, CD, DVD and even good old VHS videos and audio cassettes!

Other services

In addition to providing expert sporting translation, interpreting and transcription, Intonation offers a full range of language services. These include business card translation, foreign language SEO, proofreading, subtitling and voiceover.

Furthermore, we can handle technical translations making us ideally placed if you're working on a case with technical content.

Thanks to the other members of the Intereurope Group, Intonation can provide language training, via LSI Education (www.lsi.edu) and design and web agency services, via ICG (www.icgonline.co.uk).

Did you know?

Intonation has a **100% client satisfaction** rate according to its 2017 Client Satisfaction Survey



Why choose Intonation?



CERTIFIED THE UK'S **FASTEST GROWING LANGUAGE SERVICE PROVIDER** IN 2016



'PROJECT MANAGER OF THE YEAR' **WINNER** AT THE ASSOCIATION OF LANGUAGE INDUSTRY SUMMIT AWARDS 2017



ALL TRANSLATORS HAVE **5 YEARS'** PROFESSIONAL EXPERIENCE



100% CUSTOMER SATISFACTION RATE IN 2017



HAVE A HISTORY OF WORKING WITH US FOR AT LEAST **FIVE YEARS**



ISO 9001 CERTIFIED



OUR TEAM HAS A COMBINED EXPERIENCE IN EXCESS OF **150 YEARS**



ALL TRANSLATORS TRANSLATE INTO THEIR **MOTHER TONGUE**



WE SUPPORT **OVER 600** LANGUAGE COMBINATIONS



ESTABLISHED FOR OVER **30 YEARS**



'PROJECT MANAGEMENT TEAM OF THE YEAR' **RUNNER UP** AT THE ASSOCIATION OF LANGUAGE INDUSTRY SUMMIT AWARDS 2017



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PROFESSIONAL MEMBERSHIPS



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