



Ordre des traducteurs, terminologues
et interprètes agréés du Québec

2010 CONFERENCE

TRENDS, OUTLOOKS, STRATEGIES . . .



TAKING OUR PLACE IN THE NEW ECONOMY

2010 Conference

Friday, November 19, 2010

Continuing Education Day

Saturday, November 20, 2010

Centre Mont-Royal, 2200, rue Mansfield, Montréal

Peel metro station or underground parking from Metcalfe Street

REGISTER ON LINE AT WWW.OTTIAQ.ORG!

2010 Conference Organizing Committee

Linda Caron, C. Tr.,
*2010 Conference Coordinator,
Les Traductions Linda Caron enr.*

Caroline Draws,
Student registered with OTTIAQ

Catherine Guillemette-Bédard,
Communications Coordinator, OTTIAQ

Sébastien St-François, C. Tr.,
Les Traductions St-François

Joshua Wallace, C. Tr.,
ComComTech Inc.

Continuing Education Committee

Jeanne Duhaime, C. Tr.,
Committee Coordinator

Marie-Andrée Desrosiers, C. Tr.
Senior Translator, Ernst & Young

Hélène Gauthier,
Professional Affairs Coordinator, OTTIAQ

Éric Léonard, C. Tr.
*Conseiller – Communication d'entreprise,
Hydro-Québec*

Thanks

Graphic design:

Mardigrafe

Translation:

Nicole Kennedy, C. Tr.

Program copy and editing:

Organizing Committee



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TRENDS, OUTLOOKS, STRATEGIES . . .

Taking our Place in the **New Economy**

Language industry trends are emerging against the backdrop of a post-crisis economy. Where will they lead us? The new economy—propelled by knowledge and the new technologies—is thriving, and the language professions are caught up in the whirlwind of activity it has generated. The social media have erupted into the daily reality of language professionals. Electronic reference tools have become essential in an astoundingly short time. Employers are snatching up experienced professionals and talented young graduates. The sale and acquisition of clienteles indicate a convergence of interests between future retirees from private practice and those aspiring to work in this setting. There are many interesting opportunities on the horizon, but we must be strategic if we want to take advantage of them. The workshops we're proposing for this year's conference will bring us up to date on some key trends and future perspectives so that language professionals can be strategic and take their rightful place in the new economy.

Make Room for the Next Generation!

To stimulate discussion between students and members during the conference, we are reserving two seats for students at each table during lunch.

What better opportunity than a meal for a chat about our professions? This friendly formula replaces member-student pairing.

Cocktail Reception: Our Artists Unveiled!

During the cocktail reception presented by Cartier Lelarge, OTTIAQ members who are also artists will exhibit some of their work. Come and see your colleagues in a new light!

Want to exhibit your work? Send a message to Catherine Guillemette-Bédard at ottiaq@ottiaq.org. Hurry, space is limited!

Contest

Check Out the Exhibitors

For the third year running, the exhibitors contest is a way to let you meet the exhibitors attending the conference and at the same time try to win some great prizes.

Get three different stamps on your card (in participants' bag) and drop it into the contest box. Check out the different theme sections!

A Great Business Card

The conference is the largest gathering in the world of translation, terminology and interpretation in Québec, so it's an ideal networking opportunity. Effective networking begins with your business card.

Drop your business card in the box provided and you could win a prize.

Visit a Language Services Department

Students registered with OTTIAQ who attend the conference will have a chance to win a visit to a language services department.



2010 CONFERENCE

8:30 - 9:00 a.m.

Reception
and tour of exhibitors' booths

9:00 - 9:05 a.m.

Welcoming Remarks
François Abraham, C. Tr.,
president of OTTIAQ

9:05 - 9:15 a.m.

Opening Address
Linda Caron, C. Tr.,
conference coordinator

9:15 - 10:00 a.m.

Keynote Speech
Social Media: Plus or Minus?

SPEAKER

Stéphane Lacroix,
director of the Communications Department,
Teamsters Canada

In a very short time, the social media have become essential, not only for staying in touch with family, friends and acquaintances, but also for creating a client network by means of a personal branding strategy. In the process, care must be taken to avoid costly mistakes. Stéphane Lacroix, communications director of Teamsters Canada, presents a critical and objective take on Twitter, Facebook and company. His somewhat unorthodox perspective is sure to spark debate and may persuade you to change how you perceive and use the social media.

What are the main social media? What are they used for? What can you do with them? Which one is best suited to your needs? What are the pitfalls? Where can you find helpful tools and resources? Mr. Lacroix offers answers to these questions.

10:00 - 10:20 a.m.

Break and tour
of exhibitors' booths

10:20 a.m. - 12 noon

Choose one
of three workshop offerings

WORKSHOP 1 A (AUDITORIUM)

Looking Toward the Future

SPEAKERS

Donald Barabé, C. Tr., *Vice President, Professional Services, Translation Bureau, and Alain Chamsi, CEO, JiveFusion Technologies Inc. and President, Language Industry Association (AILIA).*

The post-crisis period we are now experiencing—marked by a rising Canadian dollar, mounting concerns about the environment and climate, anticipation of geopolitical changes, and the new social media environment—is a good time to consider the future direction of the global economy and assess the likelihood of changes to our professions.

The speakers will attempt to answer this question in light of emerging trends and discuss the best success strategies for their respective professions.

WORKSHOP 1 B (SALONS INTERNATIONAL)

A Clientele is Worth its Weight in Gold!

SPEAKERS

K. David Brody, C. Tr., *semi-retired, Richard Fahey, First Vice President of Strategic Development, Canadian Federation of Independent Business (CFIB), and Suzanne Egsebord Paiement, C. Tr.*, *recently retired.*

Professionals who have developed a clientele during years of private practice are considering retirement, a career change or returning to work for a company. Others want to become freelancers and build up a clientele. How can they negotiate a deal in which both parties come out winners?

Suzanne Paiement, C. Tr., and K. David Brody, C. Tr., both sold their clientele before retiring and they will share their practical experiences—each different—and offer their personal views on this issue.

They are followed by Richard Fahey, of the Canadian Federation of Independent Business, who will discuss succession planning for freelancers and small businesses.

WORKSHOP 1 C (SALONS CARTIER)

Business Speed-dating with Employers

OTTIAQ proposes an increasingly popular activity in the business world: business speed-dating, where job seekers have just a few minutes to make a good impression on a variety of employers.

A moderator will explain the procedure and the job seekers will move from chair to chair to meet as many employers as they can and leave them their résumé.

Job seekers and employers must register with OTTIAQ ahead of time to facilitate preparation of this workshop.

Reserved to members and students registered with OTTIAQ.

Interested employers should send an e-mail to ottiaq@ottiaq.org.

12:00 - 2:00 p.m.

Lunch

Presentation of the Work-Life Assistance Program

*By Pierre Renaud, psychologist and CEO
of Groupe Renaud*

2:00 - 3:20 p.m.

Choose one out
of three workshop offerings

WORKSHOP 2 A (SALONS INTERNATIONAL)

SPEAKERS

Jérôme Demers, C. Tr., *Traductions Demers*,
Maria Duarte, C. Tr., *Senior Manager*,
Ernst & Young, and **Réal Paquette, C. Tr.**,
Translacom.

***Make Room for the New
Recruits!***

How can graduates integrate into the job market? Where are the openings? What do employers expect of beginning translators? How can we assist the transition from school to the work world? Perhaps the mentorship program is one solution.

Maria Duarte, C. Tr., gives the point of view of an employer who is constantly on the lookout for good candidates and Jérôme Demers, C. Tr., suggests various avenues to explore to find a job. Réal Paquette, C. Tr., will report on the mentoring program.

WORKSHOP 2 B (AUDITORIUM)

SPEAKERS

M^e Jean Lambert, *notary, and president of the Chambre des notaires du Québec*; **Mélodie Benoit-Lamarre, C. Tr.**, *co-founder and member of the Traductions Hermès cooperative and president of ATAMESL*; **Véronique Duguay, C. Tr.**, and **Audrey Vézina, C. Tr.**, *partners/owners of Fusion Traductions inc.*

Strength in Unity?

Are groups the future of private practice? A grouping of independent professionals, who, while remaining independent, help each other during peak periods, share large contracts and replace each other during holidays, sick leave and parental leave: utopia or strategic choice?

M^e Jean Lambert, notary, who has set up such groups among notaries, and has himself practiced in this context, presents the whys and wherefores. Véronique Duguay and Audrey Vézina describe their professional association and say a few words about the group of translators known as the Fusionistas that they started as a way to meet both the social and professional needs of translators. Mélodie Benoit-Lamarre will discuss aspects of the cooperative structure and the daily operation of a translators cooperative. She will also talk about ATAMESL.

SPEAKERS

Aline Francoeur, C. Term., C. Tr., and associate professor at the Faculty of Languages, Linguistics and Translation of Université Laval, and **Jean-Jacques Lavoie**, C. Tr., Canadian Institute of Chartered Accountants.

Internet Research and New Developments in Terminology

As translators, terminologists and interpreters, terminological research—like tight deadlines!—is an integral part of our work. Working under time constraints, we prefer the Internet's speed, user-friendliness and free access to the tried and true dictionaries and specialized texts, despite the fact they have rarely let us down. Can online resources—vast, accessible and user-friendly as they are—suddenly replace our traditional printed reference works? Aline Francoeur will tackle this daunting question and propose a few answers inspired by her research.

Starting in 2011, public corporations will be required to replace Generally Accepted Accounting Principles (GAAP) with the International Financial Reporting Standards (IFRS). Accounting firms have long been preparing for this and those members of our professions who are active in the field and haven't already done so, must quickly ready themselves. Jean-Jacques Lavoie, C. Tr., will present some of the upcoming changes as a foretaste of a more in-depth continuing education activity soon to be offered by OTTIAQ.

3:20 – 3:45 p.m.

Break

3:45 – 5:00 p.m.

Plenary

Workshops highlights and discussion

5:00 – 6:00 p.m.Cocktail reception
and art exhibit



CONTINUING EDUCATION DAY (SATURDAY)

8:45 a.m.

Welcoming Remarks (SALONS CARTIER)

9:00 - 10:00 a.m.

From Ink to Bytes: the Lost Art of Document Management (SALONS CARTIER)

Not so long ago, translators typed a double-spaced first draft on an old Underwood typewriter, pencilled in their corrections, rearranged sentences with the aid of scissors and glue and handed the whole thing over to a secretary, who would produce a clean copy, file it, and send it off to the archives for posterity.

Within a single generation, office automation has enabled everyone to do it all—although not always very well! Computers, e-mail and office software are wonderful; but many translators have only sketchy knowledge about filing and are a little too casual about their responsibilities in the area of security of information and document conservation. We've evolved from Tiger Moth to the Concorde without the benefit of flying lessons!

From Ink to Bytes: the Lost Art of Document Management is an introduction to electronic document management, including how to ensure confidentiality and archive files for future use. Computer software allows us to save the trees without killing the beaver, but we must make sure that the fruit of our labour is preserved.

Jonathan Dorey, *young C. Tr.*

Jean-Paul Fontaine, *old C. Tr.*

10:00 - 10:30 a.m.

Break and tour
of exhibitors' booths

10:30 - noon

Developing Your Practice: Improving Decision-making, Organization and Game Plan

Successful development of any professional practice is always based on two fundamental aspects: professional competency (expertise, thoroughness, etc.) and the business partnership with clients (add value). This presentation is about the second aspect: a disciplined, well structured business attitude that is firmly rooted in the consultant model—a key factor in

differentiation and loyalty. This session, which is specifically targeted to members in private practice, has two objectives:

1. Present best practices for business development, particularly in regard to the situation of OTTIAQ members;
2. Offer a framework to let members rethink the development of their professional practice.

The session is organized into five modules: actual cases (how professionals organize their practice; best practices), strategic decisions (redirecting the development of one's practice), business models (positioning, setting priorities, making choices, etc.), business attitude and game plan.

The session will be practical and interactive. Members are encouraged to ask questions, discuss certain points more thoroughly and share their own experiences.

G rard Vall e, *Senior Partner*,
Vall e Marketing Conseils inc.

12:00 - 1:30 p.m.

Lunch

1:30 - 3:00 p.m.

Spelling Changes, 20 Years Later (SALONS CARTIER)

In 1990, the Conseil sup rieur de la langue fran aise in France proposed spelling changes with a view to eliminating several anomalies and irregularities in French spelling. Twenty years have gone by. How have these proposals been received? Have they finally entered into the usage, here and elsewhere? Have they been incorporated into the reference works? What stand has the Office qu b cois de la langue fran aise taken in this matter? These are the questions that will be addressed in this talk/workshop.

Workshop objectives

Report on the spelling changes proposed by the Conseil sup rieur de la langue fran aise in 1990 and the application of the new forms in usage and reference works; present the position of the Office qu b cois de la langue fran aise.

PRESENTER

Louise Gu nette

Holder of a doctorate in French linguistics from Universit  Laval, Louise Gu nette is a linguist with the Office qu b cois de la langue fran aise, where she is in charge of the Banque de d pannage linguistique, an online tool that can be accessed on the OQLF's website.

3:00 p.m.

Closing Remarks

Fees

Up to and including November 6, 2010

	2010 Conference	Continuing education	Both days
Member and certification candidate	\$205	\$260	\$350
Non-member	\$335	\$395	\$605
65 and up	\$170	\$180	\$295
Student	\$95	\$125	\$165

November 7, 2010, and later

	2010 Conference	Continuing education	Both days
Member and certification candidate	\$240	\$275	\$400
Non-member	\$405	\$425	\$715
65 and up	\$200	\$210	\$360
Student	\$110	\$150	\$215

Same day

	2010 Conference	Continuing education	Both days
Member and certification candidate	\$270	\$300	\$460
Non-member	\$445	\$450	\$795
65 and up	\$215	\$225	\$405
Student	\$125	\$170	\$255

All fees include taxes.

Lunch only: \$55

Please reserve by calling OTTIAQ at 514-845-4411 or 1-800-265-4815, extension 221.

Hotel

Contact OTTIAQ at 514-845-4411 or 1-800-265-4815, extension 221.

Cancellation

No refunds will be granted. You may transfer your registration if you find another person to replace you. Registration fees include lunch, breaks and the conference bag.

**Register online
at www.ottiaq.org**