



## Translation and Interpreting for Wine Shows and Business Meetings

Vinspeak

Good communication,  
from the roots up.

Are you a wine business preparing for an overseas wine show?

Do you need your trade fair visit or business meeting to run smoothly?

Our guide will help you to understand your translation and interpreting requirements and provide you with a step-by-step guide on how to commission services for a wine show or trade fair.

## Step-by-step Guide to planning for translation and interpreting for a wine show.

### Step 1 - Choose your language supplier

There is a big difference between a native speaker and a specialist translator or interpreter. A native speaker may be able to deal with correspondence in different languages, but will probably not have the specialist knowledge required to

convey your messages accurately and professionally in the context of speaking at events or working on wine industry-specific documents and publications. A qualified translator or interpreter has studied and gained experience in order to do this.

### Step 2 - Which languages do you need?

Speak to your agents and distributors, your wine association representative, or to the Australian Trade Commission to ensure that you know the language or languages you need to use. Many countries have more than one official language, so you may need to consider multiple translations or using more than one interpreter.

## Why do you need translation and interpreting services?

Are you restricting your business to English-speaking markets? The multinationals are leading the way in the rapidly expanding export markets such as Russia, Eastern Europe and Asia, and you can learn from their experiences. Success in these markets can take your business to the next level, but you need to take account of each country's culture and language requirements, even if you don't speak a specific language yourself. The Australian Trade Commission underlines that the size of these opportunities is dependent not only upon suppliers' price points and varietals, but on their packaging, promotion and marketing support. (©2012 Australian Trade Commission).

"75% of the world's population doesn't speak any English at all."  
David Crystal, Bangor University



## It's all about first impressions...

We all know how important first impressions are. Letters brochures, emails, faxes, video conferences, phone calls and person-

al meetings all have a substantial impact. Gain a competitive advantage by presenting well. So how can you make a

good impression? Following the advice of the Australian Trade Commission for market entry strategies, Be responsive.

Be professional. Practice your presentation ... Speak the language. And our interpreters are there to help.



**Vinspeak  
Translator  
Profile:**

**Name:** Guillaume Deneufbourg

**Location:** Belgium  
**Languages:** French, German, English

**Experience:** 10 years  
**Qualifications:** Degree in Translation, *École d'Interprètes Internationaux* (University of Mons - Belgium)

**Professional Memberships:** AIPTI and ATLF (*Association des traducteurs littéraires de France*).

**About:** Guillaume has translated for a number of world-famous brands and teaches translation at the University of Mons (Belgium) and the University of Lille 3 (France). A true wine connoisseur, he has also completed numerous education programmes and courses in Oenology. Jurançon, Condrieu, Saint-Joseph and Gato Negro are among his favourite drops, not to forget champagne, of course!

**Step 3 - Don't spend more than you need to**

Make sure you know exactly how much you want to be translated (by word count or number of pages) or how much of the interpreter's time you need. New publications may need to be translated into more than one language and the basic design and layout of your publications should be compatible with all of them. Different scripts and text direction can affect the layout, e.g. for Chinese and Arabic scripts. Think about how much you really need to translate. The key find-

ings of a research report may be enough, or a small leaflet instead of a brochure.

You may wish to avoid the costs of printing new brochures by extensive use of visual material or alternatively, consider a local language insert.

Whatever your decision, we are able to deliver your documents, perfectly formatted and typeset, in a huge variety of file formats.



**Step 4 - The briefing**

Having selected a supplier, brief them in full on the work to be done. It may help if you provide translators with documents related to the one they're translating.

Interpreters will want to see an agenda for the meeting or an exhibition brochure and to know exactly how long they will be needed for.

Establish a relationship with the supplier, so that they feel part of your team and can understand



The former German chancellor, Willy Brandt, once said: "If I'm selling to you, I speak your language. If I'm buying, dann müssen Sie Deutsch sprechen."

your business and your purpose.

Reserve and brief your interpreters as far in advance as possible to ensure their availability. Remember that longer meetings may need two or more interpreters.

Don't forget to tell the interpreter to dress appropriately for the event..

Think about the positioning of the interpreters so that they have a clear view of people and presentations and can hear what is being said.

Brief everyone about the interpreter's involvement before the meeting or event begins.



## Step 6 - During the wine show or business event

Speak slowly, clearly and concisely at all times. Avoid using jargon and colloquialisms, puns and jokes - these are often very difficult to translate, or may not be funny at all in another country!

Your interpreter may intervene at times - they sometimes need to do this for clarification or if a speaker is talking too fast.

Freelance interpreters receive frequent job offers during busy seasons. For this reason, clients should book interpreters as far ahead as possible.

Freelancers usually work

on the basis of individual contracts and are hired and remunerated on a daily basis. A regular day can consist of up to eight hours, including breaks.

Travel expenses are paid in addition to the fee, and accommodation and meals for the interpreters are provided by the client, preferably at the venue itself.

Interpreters should not be asked to work through breaks or to translate conference or

business texts during that time. They need to unwind after periods of intense concentration.

Giving conference materials to the interpreters well in advance (speeches, PowerPoint presentations, etc) will ensure a much higher standard of interpretation.

A list of delegates' names, particularly those of the speakers, is very useful.

The conference room should have good acoustics and background noise should be minimised.



## Hints and Tips

- ☑ Speak clearly and concisely at all times, and at reasonable speed.
- ☑ If at all possible, try to hold a short conversation with your interpreters before you deliver your presentation. This will give them a chance to 'tune their ear' into your speech patterns and accent.
- ☑ Do not read from a text which you have not made available to the interpreters beforehand.
- ☑ Use a clip-on microphone where possible.
- ☑ If you have to use a stationary/fixed microphone, stay close to it.
- ☑ When pointing to a screen behind you, do not speak while turning away.

- ☑ When using abbreviations for the first time, explain them for everyone's benefit.
- ☑ The same is true for technical terminology. Here it would be useful to give a copy of your talk to the interpreters in advance (even if you only have rough notes).
- ☑ Be aware of cultural differences and the implications these may have at multinational events. If you have any doubts about this, consult your interpreter beforehand.
- ☑ Beware of jokes which are a play on words and may be untranslatable.

### Further Reading

Want to know how to avoid cultural pitfalls and make a good impression when meeting people from different cultures? Read our [Guide to Communicating in Other Cultures](#).

## Who We Are



Vinspeak is a dynamic Adelaide-based boutique translation agency. Our expert team specialise in viticulture, oenology and wine marketing, providing translation, interpreting and language learning services to wineries, wine PR, marketing & communications agencies, brand ambassadors, consultants, wine associations, exporters, distributors, retailers and the wine tourism trade.

Few other products are so closely related to culture and identity as wine, and nowhere is language so 'localised' and so culturally specific as the language we use to describe wine.

We help our clients: to add value to their brand, marketing and packaging collateral, increase their visibility in their export markets and expand their customer base. Research suggests that branding strategies and marketing, including packaging, need to be aligned with local cultures and needs. Translation and interpreting is a simple and cost effective way of keeping control over your brand identity and marketing message while exporting or doing business overseas.

Our approach is unique in that we started out as a specialist translation agency with an exclusive focus on oenology, viticulture and wine marketing, and we based our team around that one single premise. That's why our motto is, "Good communication, from the roots up."

We felt that general translation agencies may not be catering to the language and terminology requirements of Australian wine businesses. We address this need for specialisation. Our team are all experts in the wine and languages field, and includes TAFE wine making teachers, WSET course content translators, international wine educators, overseas winemakers, export managers, sommeliers and wine marketing experts.



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