FIT PARTICIPATES IN EUROPEAN CONFERENCES

Languages and the Media & Translating Europe Forum 2022

Two large events in Europe recently brought hundreds of practitioners, industry representatives, and academics from the translation community together:

The Languages & the Media Conference (7–9 November in Berlin) saw over 400 attendees from the media localisation industry and AV translation and media accessibility researchers discussing topics around the conference theme, ‘Welcome back to the future,’ with a special focus on diversity and inclusion. LATM was a valuable opportunity for stakeholders to meet, hear each other’s perspectives, and discuss the state of the industry, emerging technology, practitioners’ working conditions, the so-called talent crunch, as well as the shifting landscape of the media localisation industry. The conference offered ideas to foster diversity and inclusion, both in the industry and the media it creates, with many presentations on best practices and discussions on the practical use of new tools.

Throughout the conference, attendees were encouraged to join their local associations, work together, exchange views, and gather information to improve their standing in the industry. FIT was represented by FIT Mundus Council member Tiina Tuominen, who explored these topics with many participants. This up-to-date information will help FIT Council play a productive role in supporting media localisation professionals and associations across the world in navigating industry challenges.

The annual Translating Europe Forum (9–11 November in Brussels) welcomed 400 in-person attendees and many more online under its theme, ‘Access for all: going beyond translating text.’ It offered inspiring presentations on topics from translation in crisis settings to AV translation, accessibility, technological developments, and university curricula.
It was particularly encouraging to see young language industry professionals sharing perspectives in a dedicated panel on technology, uncertainty in working conditions, and network building.

The discussion highlighted the role of professional associations in networking and building connections, which is often difficult for young professionals who do not already have strong professional contacts. Many recommended joining an association as an effective way to start building a network.

FIT had a visible presence at TEF. John O’Shea, Chair of FIT Europe, presided over the closing panel, ‘The Way Forward,’ and Tiina Tuominen took part in the panel ‘University Curricula – Are They Attractive and Complete Enough?’

It was certainly clear from both events that networking and collaboration, both locally and internationally, are very much needed, and that active, reciprocal partnerships between academia, industry, and practitioners will prove crucial in ensuring a sustainable future for the industry.