



ASSOCIATION OF  
LANGUAGE COMPANIES

# How to use the ALC Virtual Summit Platform

# Getting Started

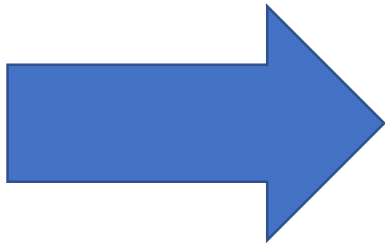


Attendees **MUST** use Google Chrome as their Web Browser. If you do not have Google Chrome, easily download [HERE](#).



Access to the platform can only be done via a **desktop or laptop computer**. Mobile devices such as cell phones and tablets are not compatible.

# Logging In



To login to the platform, click this link:  
<https://www.scheduleinterpreter.com/alc>

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Virtual Summit

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\* USER NAME  
please use only numbers,  
letters, -, @ and . symbols

\* PASSWORD  
password must be between 8  
and 30 characters long

LOGIN CANCEL NEED HELP?

Check this out

September 15 - 17, 2020

Enter your username and password on this  
screen and select “LOGIN”

*\*Username and password included in the Know Before You Go Email*

# Attendee Profile

Once you successfully login to the platform, you will be prompted to update your personal information. Make sure to check email, phone, and profile photo for other attendees to easily communicate with you!

MY SETTINGS

GENERAL

NAME   ?

SALUTATION FIRST NAME LAST NAME

TITLE OR OCCUPATION  ?

\* E-MAIL  ?

RECEIVE E-MAILS  ?

PRIMARY ADDRESS SECONDARY ADDRESS

\* COUNTRY  ? COUNTRY  ?

\* ADDRESS  ? ADDRESS  ?

\* CITY  ? CITY  ?

\* STATE  ? STATE  ?

\* ZIP  ? ZIP CODE  ?

PHONE NUMBER     ?

AREA CODE EXTENSION

INTERNATIONAL PHONE  ?

SAVE CHANGES CANCEL

# Homepage

ALC ASSOCIATION OF LANGUAGE COMPANIES

SCHEDULE ATTENDEES ASSISTANCE MY PROFILE

SEPTEMBER 15, 2020

<b>ALC Virtual Summit Opening</b>	+
11:00 AM - 11:30 AM (US Eastern Time Zone) Rick Antezana, Susan Amarino	
<b>Strategic Communication - Connecting with Customers</b>	+
11:30 AM - 12:00 PM (US Eastern Time Zone) Lelani Craig, Shawn Channell	
<b>Follow Up Session with Shawn - Strategic Communication and Leadership</b>	+
12:10 PM - 12:40 PM (US Eastern Time Zone) Shawn Channell	
<b>Best Practices in Business Insights: Top Five Commonly Underutilized Metrics</b>	+
12:10 PM - 12:40 PM (US Eastern Time Zone) Lyle Vold	
<b>How to Connect when "Live" has Turned into "Virtual Live"</b>	+
12:10 PM - 12:40 PM (US Eastern Time Zone) Laura Porreca	
<b>Marketing</b>	+
12:10 PM - 12:40 PM (US Eastern Time Zone) Andrew Hickson	
<b>Plunet Tool Demo</b>	+
12:40 PM - 1:10 PM (US Eastern Time Zone) Sophie Halbeisen	

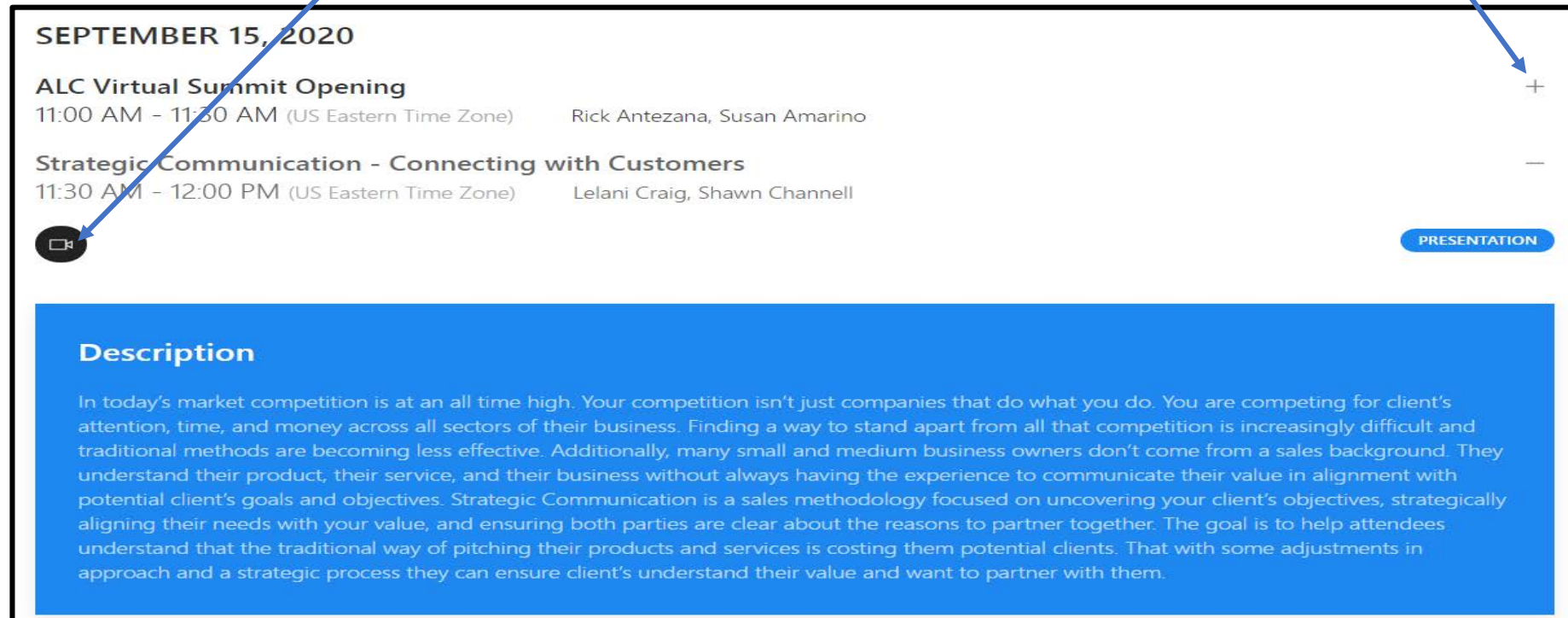
Once you update your profile, you will be taken to the homepage of the platform. All sessions for that day will be listed under their appropriate time slots.

*\*NOTE: You will only have access to see the days for the registration type purchased. For instance, a 3-Day pass will let you view/access all 3 days, a "Day 2 Wednesday" pass will only allow you to view sessions on Wednesday, September 16<sup>th</sup>.*

# Accessing Sessions

To enter into a session, simply click the camera icon above the session description. Session "rooms" will be open 10 minutes before the session start time.

To view session details, click the + sign next to each session title.



**SEPTEMBER 15, 2020**

**ALC Virtual Summit Opening** +  
11:00 AM - 11:30 AM (US Eastern Time Zone) Rick Antezana, Susan Amarino

**Strategic Communication - Connecting with Customers** -  
11:30 AM - 12:00 PM (US Eastern Time Zone) Lelani Craig, Shawn Channell

**PRESENTATION**

**Description**

In today's market competition is at an all time high. Your competition isn't just companies that do what you do. You are competing for client's attention, time, and money across all sectors of their business. Finding a way to stand apart from all that competition is increasingly difficult and traditional methods are becoming less effective. Additionally, many small and medium business owners don't come from a sales background. They understand their product, their service, and their business without always having the experience to communicate their value in alignment with potential client's goals and objectives. Strategic Communication is a sales methodology focused on uncovering your client's objectives, strategically aligning their needs with your value, and ensuring both parties are clear about the reasons to partner together. The goal is to help attendees understand that the traditional way of pitching their products and services is costing them potential clients. That with some adjustments in approach and a strategic process they can ensure client's understand their value and want to partner with them.



# Navigating Session Rooms

*During Plenary Sessions, attendees will not have access to their camera or mic.*

Once you enter into a session, hover over the bottom of your screen, and a control bar will appear.

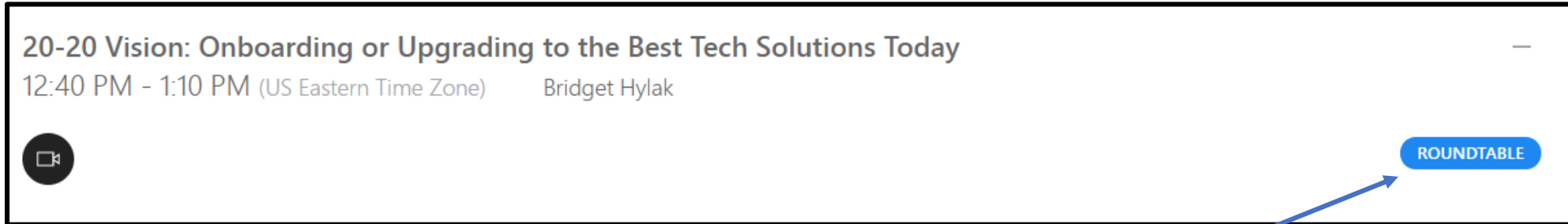
To ask a question to the speaker, select the chat icon and type your question. The moderator will read all questions out loud to the presenter at the end of the session.

To leave a session, click the “X” icon in the middle of the screen. This will take you back to the main homepage.



# Roundtables

*During Roundtables, attendees will have access to their camera and mic.*



20-20 Vision: Onboarding or Upgrading to the Best Tech Solutions Today  
12:40 PM - 1:10 PM (US Eastern Time Zone)    Bridget Hylak

—

📹

ROUNDTABLE










A blue arrow points from the bottom right of the screenshot towards the 'ROUNDTABLE' label.

Each day of the Summit will feature 2-3 Roundtable discussions. These are concurrent sessions. Each Roundtable allows for up to 20 participants. If you are unsure which session is a Roundtable, click the + next to the session title, and check the session type.



# Networking

*During Networking, attendees will have access to their camera and mic.*

Networking 11:00 AM - 6:00 PM (US Eastern Time Zone)		
 Networking Room sponsored by Plunet	 Networking Room sponsored by latamways	 Networking Room sponsored by United Language Group
 Networking Room sponsored by Barbier International	 Networking Room sponsored by Hansem	 Networking Room Sponsored by Translation and Interpretation Network
 Networking Room sponsored by Atlas Language Services	 Networking Room sponsored by Aspect Translations	 Networking Room sponsored by Liaison Multilingual


The Summit will feature 21 different networking rooms which will be open during the entire event. If you would like to connect with fellow attendees, simply click the + icon next to “Networking” on the schedule, and select which room you would like to go to. Networking rooms allow for up to 20 participants.

# Assistance

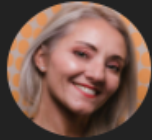
The ALC Team is here to help you if you have any difficulties during the Summit. Contact information can be found here, but will also be available at the bottom of the home page of the platform.




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**Mary Connor**

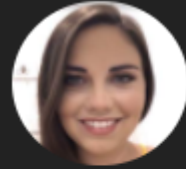
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