

Session Description:

We are all aware now that there are risks out there that we could have never foreseen. In hindsight of Corona, it's time to realize that risk management should be considered in any and every business decision to ensure future success. This needs to be applied to all aspects of your business, Technology, People, Client acquisitions, Vendor selection, and so forth.

We have all learned the hard way how to react once a crisis hits us, but this session is not to learn how to react but how to proactively build a sponge-like organization that can dynamically transform into any shape.

Anne-Marie and Gaëtan will guide you through this workshop, for you to from this day forward, for better, for worse, in sickness and in health, will have fun and to cherish your success, till the close of business do you part.



Speaker Bio:

Anne-Marie Colliander Lind is a recognized force in the global language industry landscape. She has spent almost 30 years helping multinational organizations solve their language issues, serving in executive sales and management positions at leading service, technology, and market research companies. Anne-Marie is the CEO of Inkrease, a management consulting company based in Sweden that assists companies in their growth and development strategies. She is a sought -for speaker and part-time engaged as Marketing Director at LocWorld. Anne-Marie is also the co-organizer of the Nordic Translation & Interpretation Forum (NTIF), which will this year celebrate its 10th anniversary with a conference in Iceland on 18-20 November, 2020.



Speaker Bio:

Gaëtan Chrétiennot is the founder and CEO of **Six Continents**, a French Boutique Translation Company offering a luxury experience to both LSPs and corporate clients.

Gaëtan's early fascination with computers and love of languages naturally led him to study translation. He formed his first translation agency right after graduating. He now leads a team of dynamic and experienced linguists, bringing creative solutions to all modern translation and localization challenges. He values human relationships and long-term collaborations.

Gaëtan also acts as a process and technology consultant (Computer Aided Translation, Translation Management Software, Machine Translation implementation, Post-Editing techniques) for translation companies and passes on his knowledge to Masters students at Strasbourg and Mulhouse Universities in France.

He has been an active contributor to the translation industry and has been a regular face on the industry conference scene. As a compulsive traveler, he named his two sons after renowned sailors and enjoys working from any continent.