



Chicago Area Translators and Interpreters Association

An Independent Professional Association

Post Office Box 804595, Chicago, IL 60680

www.chicata.org

Telephone (312) 836-0961

**THE CHICAGO AREA TRANSLATORS AND INTERPRETERS ASSOCIATION
IS PLEASED TO ANNOUNCE**

The Twenty-Fifth Chicago Conference on Translation and Interpretation

***Build a 360° Marketing Plan
for your Translation/Interpretation Business***

Saturday, May 3, 2014

**THE ALLIANCE FRANÇAISE DE CHICAGO
54 WEST CHICAGO AVENUE
CHICAGO, ILLINOIS**

Schedule of Events

08:30 – 09:00	REGISTRATION
09:00 – 09:10	OPENING REMARKS BY REBECCA SOLANO HAY, CHICATA PRESIDENT
09:10 – 10:10	MARKETING BASICS FOR TRANSLATORS AND INTERPRETERS PART I: MARKETING MIX FOR SERVICE PROVIDERS ADRIENNE B. ALLEN, ADBRIDON CORPORATION
10:10 - 10:40	BREAK
10:40 - 11:40	MARKETING BASICS FOR TRANSLATORS AND INTERPRETERS PART II: DO MESSAGES + MEDIA SELECTION = SUSTAINABLE DIFFERENTIATION? ADRIENNE B. ALLEN, ADBRIDON CORPORATION
11:40 - 01:00	LUNCH BREAK (SEE BELOW FOR LUNCH OPTIONS)
01:00 - 03:00	MAKE A GREAT IMPRESSION: SMALL BUSINESS WEBSITE DESIGN + SMART BUSINESS CARD DESIGN BECKY DAVIS, BECKY DAVIS DESIGN
03:00 – 03:30	BREAK
03:30 – 05:00	PERSONAL BRANDS & LINKEDIN: WHAT YOU NEED TO KNOW TO GROW YOUR BUSINESS SIMA DAHL, PARLAY COMMUNICATIONS LTD.
05:00 – 06:30	ANNUAL GENERAL MEMBERSHIP MEETING OF CHICATA

***The CHICATA Conference is a great networking opportunity!
A Networking Table will be set up for business cards and brochures!***

**Certified members of the American Translators Association
are eligible to receive 6 Continuing Education Points.**

ABSTRACTS OF THE PRESENTATIONS

MARKETING BASICS FOR TRANSLATORS AND INTERPRETERS PART I: MARKETING MIX FOR SERVICE PROVIDERS

ADRIENNE B. ALLEN

09:10 – 10:10

In this interactive session, we explore key concepts of the “marketing mix”, with elaboration, to reach a conversational mastery of how they apply to us as service providers.

MARKETING BASICS FOR TRANSLATORS AND INTERPRETERS PART II: DO MESSAGES + MEDIA SELECTION = SUSTAINABLE DIFFERENTIATION?

ADRIENNE B. ALLEN

10:40 - 11:40

Based on Part I, this interactive session offers opportunities to reflect, develop, and apply a few marketing communications “building blocks” to how we reach and speak to current and prospective clients, markets, and other audiences.

MAKE A GREAT IMPRESSION: SMALL BUSINESS WEBSITE DESIGN + SMART BUSINESS CARD DESIGN

BECKY DAVIS

01:00 - 03:00

Your business website is a critical contact point for your potential customers and the centerpiece of your marketing material. Learn about all the things that you as a business owner need to know about preparing to have a website made and how to work with a designer/developer. Before even talking to a designer, you need to plan your website. What are you going to say? How will you grab their attention? How will you organize the content? What do you want your audience to do? What images are you going to show? You can't leave these decisions to the designer, it's YOUR business!

This workshop will take you through the planning stages of a site, walk you through how to work with a designer/developer and show you the steps that they go through to make your site a reality.

First impressions only come once and they happen quickly. Besides your website, your business card should be designed well enough to leave a good impression. In this presentation, you will also learn some simple do's and don'ts on how to create this essential piece of your business marketing material.

PERSONAL BRANDS & LINKEDIN: WHAT YOU NEED TO KNOW TO GROW YOUR BUSINESS

SIMA DAHL

03:30 – 05:00

With over one billion people on social networks today, have you wondered if it isn't all just a colossal waste of time? What if there was a way to practice intentional social networking to catapult your career without spending all day, tweeting, liking, and linking?

Well there is! In this action-oriented presentation, Sima will share her 3-step Sway Factor™ system for social networking success. The Sway Factor™ system is a highly effective and efficient framework designed to help you forge a strong personal brand, raise your visibility, generate referrals and uncover career opportunities. You'll learn critical steps that you can accomplish in just five minutes a day to:

- Optimize your social profile
- Build a vast personal network of brand champions
- Keep your social visibility high
- And much more

This is not just another social media event - this is all about you and your success. What's more, the tips you learn can be applied immediately, and implemented across your entire team or company for even greater organizational impact. If you've ever wondered how you can better leverage your contacts on LinkedIn or enlist your friends on Facebook to reach your career goals, this is one not to miss.

BIO PROFILES OF THE PRESENTERS

ADRIENNE B. ALLEN

Established in 1967 as a market research division of a full-service, Chicago-based, international advertising agency, Adbridon Corporation, under the leadership of Adrienne B. Allen, now specializes in marketing and management issue identification and resolution by offering multi-track B2B and B2C services in strategic planning, marketing communications strategy; educational trainings for internal and external organization effectiveness; *plus*, foreign language services in English, French, and Spanish for same.

Her results-driven, innovative outlook, pioneering attitude, and top-drawer language skills continue to provide *profitable business solutions, worldwide*, the company's motto. Her career included leadership stints at world-class, money-center institutions: The Bank of Tokyo Group; Bank of America NT & SA; and, Banque de l'Indochine et de Suez (Banque INDOSUEZ).

An adjunct educator at Northwestern University, Roosevelt University, and DePaul University, she has taught a range of graduate and undergraduate courses in marketing, management, organization behavior, and finance. A frequent public speaker, workshop facilitator, and author, she also holds a trade mark registration for her self-designed corporate logo granted by the U.S. Department of Commerce. She earned an MBA, marketing and finance concentrations, from Keller Graduate School of Management, Chicago, Illinois, and a BA *cum laude* in Franco-Hispanic Studies, a triple-track interdisciplinary degree from Syracuse University, Syracuse, New York. To learn more, visit her member page in the CHICATA Directory!!

BECKY DAVIS

Becky Davis is a solopreneur who does WordPress web development and design. She specializes in helping small businesses build their presence on the web and creating custom WordPress themes. She is active in the local community; speaking on a regular basis at SCORE Chicago and running the Northside Chicago WordPress meetup.

SIMA DAHL

Sima Dahl is a Marketing Consultant, Social Media Strategist and Personal Branding Expert. A veteran marketer with more than 20 years in the trenches, Sima has experience working with Fortune 500 corporations, venture-backed start-ups, non-profits and academic institutions. As President of Parlay Communications, Ltd., Sima guides individuals and businesses as they move from Message to Mindshare™ utilizing smarter marketing, branding and social media. Her hallmark is her knowledge of integrated marketing strategy, messaging and sales enablement.

Prior to founding Parlay, Sima held senior marketing management positions for software and services companies SAP and Intentia. Previously she worked with high-tech start-ups Expand Beyond, Proxicom and Neoglyphics Media Corp.

Sima is regularly asked to speak to associations and executives about marketing, social media and her Sway Factor™ system for networking in a digital age. She is the founder and chief connector of MarketingJobWire.com, writes a monthly career column for AMA International, and blogs about marketing and social media for Reed Elsevier. She earned an undergraduate degree from University of Illinois and an MBA with distinction from DePaul University.

2014 CHICATA CONFERENCE REGISTRATION

Conference Fees:

<i>On or before</i> April 30, 2014:	Members \$60	Non-Members \$70
<i>After</i> April 30, 2014:	Members \$70	Non-Members \$80
Special student rate (must bring valid student ID): \$20		

**N.B.: If you wish to join the group lunch (*details see next page*), please add \$27 to your conference fee.
The deadline to join the group lunch is April 30, 2014.**

Payment for the conference may be made via PayPal or by check. If you wish to pay for the conference via PayPal, please visit the CHICATA web site www.chicata.org, click on Register for the Conference directly below the Conference announcement and follow the link to PayPal.

If you are not currently a CHICATA member and wish to register for the conference as a member, please complete the CHICATA Membership Application on our website at www.chicata.org. *Please note the Membership Application Form is entirely electronic.* Membership dues are \$40 and may be paid via PayPal or by check. To pay membership dues via PayPal please visit the CHICATA website at www.chicata.org and click on Membership Application on the left under MEMBERSHIP.

To pay by check, please detach and mail the Conference Registration Form below with two separate checks, one for your membership and one for the conference fee; the check for the conference fee should include the additional \$27 fee for group lunch if applicable. Checks should be made payable to CHICATA.

✂-----

2014 CHICATA CONFERENCE REGISTRATION

MAIL TO: John Bukacek, 6171 N. Sheridan Road #2212, Chicago, IL 60660-5841

Name _____ CHICATA member: YES NO

Telephone _____ E-mail _____

How did you hear about the Conference? _____

Please note that the owners, managers, and representatives of translation and interpretation agencies and bureaus are not eligible for membership in CHICATA.

LUNCH OPTIONS

The lunch break will be from 11:40 AM to 1:00 PM. There are two options for lunch.

(A) Group Lunch - We have reserved for group lunch at 25 Degrees Chicago, 736 N Clark St, Chicago, IL. Each lunch will include: salad, fries, soft drink and burger of choice (vegetarian option available). Please visit <http://25degreesrestaurant.com/> for their menu. The price per person is \$27 including tax and gratuity, to be paid with your conference registration.

Your meal choices will be taken at the registration table the day of the Conference.

The deadline for the group lunch is **April 30, 2014**.

(B) Lunch on your own – A list of local eateries will be provided the day of the Conference.

To find inexpensive parking in the area, please use the following website: <http://chicago.bestparking.com/>