

Know Your Worth

Understanding Marketing and Negotiating for Interpreters

two-day seminar

26-27 August 2019

Montreal, Canada

10.00 hrs until 17.00 hrs



This event is open to practicing interpreters, as well as to graduates from interpreting courses at any university or training center.

The seminar will be taught by Julia Poger (AIIC). The seminar language is English.

To register, please contact the seminar's local coordinator Susan Vo at s.vo@aiic.net.

Fees and Cancellation Policy:

Early Bird Rate	\$430 CAN for AIIC members, \$490 CAN for non-AIIC, valid until 15 June 2019.
Regular Rate	\$475 CAN for AIIC members, \$540 CAN for non-AIIC, as of 16 June 2019.

The seminar fee will be payable upon registration.

A 50% cancellation fee will be charged if cancelled after payment, and a 100% cancellation fee will be charged if cancelled after 16 June 2019.

Please note that your place is only guaranteed following receipt of payment.

For more information, please visit us at <https://kyw-seminar.com/> and join our Facebook group <https://www.facebook.com/KYWseminar/> for regular updates.

Know Your Worth: Understanding Marketing and Negotiating for Interpreters

This two-day seminar is aimed at any interpreter who wishes to improve relations with clients and prospects, gain more respect, negotiate higher fees, and find out more about the European and US markets.

By examining the mindset underlying the marketing and negotiating tasks that interpreters carry out every day, participants will obtain invaluable tools for marketing their services and negotiating contracts that they may put into practice immediately.

Various questions will be addressed, such as:

- What can you do to increase your chances of getting the job once you have targeted the client?
- What does the client understand about us, expect from us, want from us?
- What should you avoid saying, or else the client may never hire you – or anyone else?
- What phrase should always end your conversations with any client?

To complement the trainer's case studies from European and American markets, time will be provided for your own questions.

Concepts such as branding, selling, client relationships, pricing, negotiating tips, and "coopetition" will also be discussed, all illustrated with real-life examples. Participants will be encouraged to take a step back from their own position, and envision the entire client relationship from new perspectives.

Julia draws on parallels with other – often surprisingly similar – professions, and what lessons we could learn from them. She focuses on the upstream work that must be done by the interpreter before advertising his/her services, as well as on the preparation involved before beginning the process of selling or negotiating a contract.

Reviews from past participants:

The KYW training is the fastest path to success for you interpreters out there dreaming of landing THE best clients and THE best deals ever! special thanks to Julia Poger!

Cyril Belange, KYW, Paris, 2018

Honestly, I did not expect to have a colleague prepared to confidently share so much knowledge on marketing. I thought we would be talking about our market a few suggestions would be made here and there on how to approach it.

KYW participant, Rio de Janeiro, 2018

Infuriatingly eye-opening.

Melissa Mann, KYW, São Paulo, 2018

Julia has provided very valuable information both in oral and written form, as well as a marketing standpoint I have never thought about before. Now I have a lot of food for thought and a clear list of the things I want to do to improve my visibility on the market, improve relations with the existing clients, as well as find new ones.

Alexandra Marchenko, KYW, Moscow, 2017

Julia is a brilliant trainer... She provided us tips and solutions I never thought about, and made us see common things differently. There were two days of brainstorming, experience exchange, role-plays. I finished by having a clear vision of my own marketing strategy.

Anna Mikhaylyuk, KYW, St. Petersburg, 2016

This has been the best business advice ever received, it holds the power to make miracles happen, plus a tremendous sense of empowerment and I am very grateful to you for having shared your insights with us.

Jessica Domingues Mouro, KYW, Paris and Cologne, 2016

Julia Poger, M.A.C.I. (MIIS); ATA; AIIC, started her career as a marketer and negotiator at a young age, developing her selling skills in markets as diverse as newspaper advertising, books, shoes, ideas and - once she received her Master's Degree in 1987 - interpreting services. Her interpreting experience includes building and retaining a wide-ranging client base in the private, institutional, and government markets on both sides of the Atlantic. She has worked at presidential and cabinet levels in two US and one French administration, at ministerial and presidential levels for international organizations, as well as for CEOs from various Fortune 500 Companies. Since 1998, she has trained interpreters in consecutive interpretation, English as a B language, and marketing and negotiating techniques, and has taught and/or examined in schools in six countries. She is a member of the Belgian AIIC Network of Trainers (BANT), co-organizes the Cambridge Conference Interpretation Course (CCIC), and offers consulting services on marketing, branding and brand identity for luxury and niche products and services – like interpreting!

