



From the President

Jiri Stejskal

President@atanet.org

Client Outreach: Coming Soon to a Computer Near You

In today's uncertain economic times, it is more important than ever to reach out to clients, both existing and potential ones. But how? Most translators are linguists, not sales people or marketing experts. Enter ATA's Client Outreach Kit. This kit, developed jointly by Lillian Clementi, Chris Durban, and Dorothee Racette, will provide you with the tools you need.

Addressing client outreach is the next logical step after our successful media outreach campaign. As you know, in recent years ATA has appeared regularly not only in local media, but also on national television and in major newspapers in the U.S. and abroad, in an ongoing drive to raise awareness of the translation and interpreting professions. Our message—you have to hire a professional to get it right—is being consistently delivered to millions of viewers and readers. Now you can build on the success of these media efforts by using the new client outreach materials to tailor ATA's broader message to your specific clientele, with immediate and tangible results for your practice.

The centerpiece of ATA's Client Outreach Kit is a customizable PowerPoint presentation that you can use when addressing potential customers. Building on our media talking points and backed up by ATA's popular booklet *Getting It Right*, the new Client Outreach Kit highlights the risks of not working with professional translators or interpreters and explains

ATA's new Client Outreach Kit will provide you with the tools you need to reach out to clients, both existing and potential ones.

the benefits of communicating with people in their own language.

The initial draft was presented at last year's conference in Orlando, and the response was very positive. The current version includes the following four tips to help your clients get their translation done right:

1. Plan ahead.
2. Hire a professional.
3. Spend wisely and be realistic about your budget.
4. Listen to your translator.

The message is loud and clear: "With a professional translator, you are not just buying words. You are harnessing expertise—the power of language—to get your text right the first time around...freeing you to focus on your business."

This presentation, with notes and tips for presenters, will be available free of charge to all ATA members. You will be able to put your name on

it and adapt it to your particular audience—be it a local chamber of commerce event, brown bag lunch at a law firm, or any other opportunity you might have to show your wares. But wait, there's more! The kit also includes tips on developing and delivering a so-called "elevator speech" (a quick overview of your services), effective public speaking, and handling questions. Not to mention how to get invited to speak at events in the first place.

Details on ATA's Client Outreach Kit will be available on ATA's website by August. You can also attend a 90-minute client outreach session at ATA's 50th Annual Conference, October 28-31, in New York City. The session will cover key supporting skills and help you develop effective presentation habits, building on the introduction to the Client Outreach PowerPoint at last year's conference. Stay tuned for yet another excellent membership benefit.

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