



IRISH TRANSLATORS' & INTERPRETERS' ASSOCIATION  
CUMANN AISTRITHEOIRÍ AGUS TEANGAIRÍ NA HÉIREANN

ITIA Continuing Professional Development Workshops

## "The Entrepreneurial Linguist" followed by a session on "Web 2.0"

11 June 2011, 10.30 am to 16.30 pm, at The Irish Writers' Centre

with Judy Jenner of Twin Translations, Las Vegas, Nevada

### Lessons from Business School: The Entrepreneurial Linguist

Linguists excel in the humanities, but most have little or no formal business training. We are all entrepreneurs, and to help my colleagues run their businesses more successfully, I developed a presentation based on the lessons I learned in business school (MBA, Marketing, University of Nevada Las Vegas, 2001). The presentation centers on working with **direct clients**.

This hands-on presentation has its main emphasis on **marketing** (to direct clients, social media, Web 2.0, competitive advantage), and includes sections on **finance/economics** (pricing, supply and demand), **accounting** (getting organized, decreasing expenses), **entrepreneurship** (generating new business, networking), and **negotiating** (tips and tricks). Several discussion starters and exercises are part of the presentation. True to the case-study method from business school, many real-life examples are presented. No **high-level terminology** is used. The intention is for attendees to walk away from the session with some **specific advice** that they can start using immediately.

For more details, please see: <http://www.entrepreneuriallinguist.com/>

To hear an interview, please visit:

<http://speakingoftranslation.com/2009/04/28/episode-4-interview-with-judy-jenner-lessons-from-business-school-the-entrepreneurial-linguist/>

This is a unique opportunity to hear Judy Jenner, an American/European expert in the field who is in great demand on both sides of the Atlantic!

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**JUDY JENNER, MBA** is a Spanish and German translator based in Las Vegas, NV. She helps businesses of all sizes - from Fortune 50 to family-owned restaurants - communicate their messages effectively in their target language.

A native of Austria, Judy grew up in a trilingual household in Mexico City. She received both her undergraduate and MBA degrees from the University of Nevada, Las Vegas.

Judy enjoys sharing her knowledge and business sense with her fellow translators and entrepreneurs. She pens a translation blog, *Translation Times*, and is a frequent speaker at conferences and workshops, where she focuses on entrepreneurship and marketing to direct clients. She writes the monthly *Entrepreneurial Linguist* column for the ATA Chronicle and contributes to the ITI Bulletin.

Judy is the founding editor of a bilingual (English/Spanish) newspaper for high school students, *CLASS!*, and has served on its board of directors since 1999. She is the Vice President of the Nevada Interpreters and Translators Association (NITA).

Judy created and spearheaded one of America's first Spanish-language travel sites, [www.espanol.vegas.com](http://www.espanol.vegas.com), where she was in charge of the entire initial creation of the site and its localization, translation and original Spanish-language content while leading a team of linguists. After more than five years of part-time freelancing, Judy left corporate America to join her twin sister, who works from Vienna, Austria, full-time in their boutique translation business, aptly named Twin Translations, which works exclusively with direct clients.

**Date/Venue:** Saturday, 11 June 2011, The Irish Writers' Centre, 19 Parnell Square, Dublin 1.

**Cost:** ITIA members (and FIT association members): € 70; Non-members: € 90; Students (with valid ID card) and concession: €35. Includes lunch and refreshments.

**For further details and to book a place, please contact Annette at:**

[admin.itia@gmail.com](mailto:admin.itia@gmail.com)