



## Welcome to Lingoport's October 2011 WorldReady Newsletter

### In this Issue

[Leading Globalized Software Development](#)

[Localization World](#)

[Women in Localization Event](#)

[Educational i18n and L10n Webinar and Video Recordings](#)

[i18n & L10n Jobs](#)

[Stay in Touch](#)

### Quick Links

[Lingoport Resource Center](#)

[Globalyzer Video Tutorial](#)

[About Lingoport](#)

Welcome to our October newsletter:

Here we are pushing into this year's 4th quarter - a time to get things done. In addition to year end globalization projects, many new efforts are initiated this quarter with big Q1 or Q2 release expectations. Below, you'll find information about upcoming events and links to help broaden your perspective on globalization efficiencies and support your efforts.

First off, we just posted a [minor release of Globalyzer 3.7](#). Many of you are aware that we have a major Globalyzer release in the works, but we had a particular feature (filtering based on directories) that's been highly valuable on internal services projects, so it just made sense to make it available now in production to all.

And of course, next week is [Localization World](#). Chris and I will be there and we hope to see you.

If you haven't already done so, please come a day early for our [free panel discussion and networking event](#). We have some excellent presenters and guests and it's going to be well attended.

Lastly, I'll be presenting on day one of Localization World together with Kent Grave of Cisco, on [creating an internationalization and localization plan](#). My mother is quite sure this will be the best conference session so you shouldn't miss it.

Regards,

Adam

P.S. If you've got a burning question for our panel event on Monday, please send it to me for inclusion.

## Monday, October 10th @ 2:30pm - Free Lingoport and Acrolinx Pre-LocWorld Event: Leading Globalized Software Development in Your Company

**Customers and friends of Lingoport and Acrolinx are cordially invited to join us for a special event on the eve of Localization World in Santa Clara on Monday, October 10th at 2:30pm. Join us at TechMart for an interactive presentation and expert panel discuss on how to lead globalized software development at your company.**

The event is open to customer-side industry professional and we have only a few seats open. You don't have to register for [Localization World](#) to attend, but such a shame to miss LocWorld anyway.

[Click here to learn more and to register](#)

## Localization World

### **Creating an Internationalization and Localization Plan**

Localization World in Santa Clara, CA is just around the corner. I'm very excited that Kent Grave of Cisco Systems will be joining me in presenting "Creating an Internationalization and Localization Plan" on Tuesday, October 11 from 4:30-5:30pm. Please find following the link to the session description; I'd love for you to join us: <http://www.localizationworld.com/lwsv2011/programDescription.php#C4>

## Lingoport Co-Sponsors Women in Localization Event

### **Panel Conversation: How to use Social Media for your Own Advancement**

Join [Women in Localization](#) on Wednesday, October 12th and hear firsthand from the very experts from LinkedIn, Twitter, and Common Sense Advisory. Learn how to be the best power of your favorite social media sites. The panel is a great opportunity to expand knowledge and to network with other women in the localization industry.

**When:** October 12th from 6-9PM

**Where:** @Localization World Conference (no conference badge needed for this)

Hyatt Regency Santa Clara  
5101 Great America Parkway, Mission City Meeting Room 1  
Santa Clara, California

The panel will be moderated by Mary Laplante from the Gilbane Group with the following panelists:

- Rebecca Ray from Common Sense Advisory
- Florina Xhabija from LinkedIn
- Laura Gomez from Twitter

To learn more about this event and to register, please contact Silvia Avary-Silveira at: [sisibrazil@yahoo.com](mailto:sisibrazil@yahoo.com)

## Recordings of Recent Educational Internationalization and Localization Webinars and Events

### **Webinar Recording: Justifying Software Globalization to Management**

In the recording of this one hour online session, Loic Dufresne de Virel, Localization Strategist at Intel and Adam Asnes, Founder & CEO of Lingoport, provide useful information on how you can get buy-in from management to support your internationalization and localization efforts.



### [Justifying Software Globalization to Management](#)

### **Webinar Recording: Product Brand Culturalization Best Practices**

Talia Baruch, founder of Copyous, an independent localization consultant, and Chris Raulf, director of marketing at Lingoport, discussed product culturalization, internationalization, and localization best practices in this complimentary one-hour online session.

globalyzer

## Webinar: Product Brand Culturalization

Thursday, August 25<sup>th</sup> 2011 @ 11am PT



**Talia Baruch**  
 Localization Consultant and Founder of [www.copyous.com](http://www.copyous.com)  
 Email: [talia@copyous.com](mailto:talia@copyous.com)  
 LinkedIn: <http://www.linkedin.com/in/taliabaruch>  
 Twitter: [@TaliaBaruch](https://twitter.com/TaliaBaruch)



**Chris Rauff**  
 Marketing Director at [www.lingoport.com](http://www.lingoport.com)  
 Email: [crauff@lingoport.com](mailto: crauff@lingoport.com)  
 LinkedIn: <http://www.linkedin.com/in/chrisrauff>  
 Twitter: [@SwissChris](https://twitter.com/SwissChris)

Please feel free to ask questions using the GoToWebinar Q&A interface.

Twitter hash-tag: #BrandL10n

### [Product Brand Culturalization](#)

#### **Online Panel Discussion: Bridging the Gap Between Software Development and Localization.**

Learn how some of the best known industry thought leaders are contributing to bridging the gap between software development and localization. The online panel discussion featured industry experts Val Swisher, Founder & CEO of Content Rules, Danica Brinton, Senior Director of International at Zynga, Dale Schultz, Globalization Test Architect at IBM, Edwin Hoogerbeets, Senior Internationalization Engineer at HP, and Adam Asnes, CEO & President of Lingoport. Erin Vang, owner of GlobalPragmatica, facilitated the discussion.

globalyzer

## Lingoport

- Internationalization Services
  - Assessment
  - Project planning
  - I18n development
  - I18n testing
  - Localization integration
- Globalyzer
  - Internationalization software
    - Find and fix i18n issues in code
    - Support developer teams




### [Online Panel Discussion: Bridging the Gap Between Software Development and Localization](#)

i18nBlog.com Now Features Internationalization and Localization

## Jobs and Resumes Section

Besides educational and factual internationalization and localization news, and as a service to job-seekers in the i18n and L10n industries, i18nBlog.com now posts new industry job listings on a near-daily basis. Please note that these are not jobs necessarily within Lingoport, but jobs that our industry connections have made available. Please email Spencer Thomas @ [sthomas@lingoport.com](mailto:sthomas@lingoport.com) if you have a job that you would like listed here.

[i18nBlog.com](http://i18nblog.com) now also provides a place for job-seekers to post their resumes. Please note that this is just a place to connect employers to potential employees in the internationalization and localization and industry. Please also email Spencer Thomas @[sthomas@lingoport.com](mailto:sthomas@lingoport.com) along with a 50-word or less summary if you would like your resume to be posted here.

[Click here to view the jobs section on i18nBlog.com](#)

[Click here to view the resumes section on i18nBlog.com](#)

## Stay in Touch

Read our [internationalization blog](#) and connect with us on a variety of [social media sites](#).

Find us online @ <http://www.lingoport.com/>

Try Globalyzer free @ <http://globalyzer.com>

Call us at (303) 444-8020 or email us @ [info@lingoport.com](mailto:info@lingoport.com)