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Dear Friend of Lingoport,

Last week I attended an IMUG meeting at Twitter's offices in San Francisco which was the final event in a full day of globalization focus at Twitter. Most striking, when you step away from the processes and details discussed, was that at Twitter software globalization has rock star status. We can all learn from a company that embraces globalization and makes delivering products that can be gracefully used by new customers worldwide when building or supporting a corporate culture. After all, the ability to reach and interact with people from all manner of places via the Internet is high on the list of top ten coolest things ever.

We think it's important to be able to get together and discuss our globalization successes, and we're very excited to take the leadership role in putting together our [2012 Internationalization & Localization Conference](#). We've worked with a team of likeminded supporting companies and individuals to put together a program and training that reflects thought leadership, education, networking opportunities and a bit of fun. You can read more about the conference below and on www.lingoport.com.

We're also continuing our webinar series, with two upcoming events. The first is geared toward globalization managers and is titled: [Shifting Left](#). No, we're not talking about politics, but discussing how to build quality internationalization into the localization process, as this is one of the most significant areas to make meaningful improvements to your efforts. Plus you'll get a sneak peek at the very large changes/improvements to how Globalyzer 4.0 (in beta now) emphasizes internationalized development.

The second webinar follows with a more detailed and technical demonstration where we will internationalize an application in real time, showing how to support i18n as you write code, as well as in QA, and how to view and test your internationalization efforts with Globalyzer 4.0.

We hope you can join us for our conference, i18n training and / or webinars.

Best regards,
Adam

2012 Internationalization and Localization Conference

Join us Wednesday, March 14th for a full-day internationalization training and Thursday, March 15th for the main conference in Santa Clara, CA.

The main conference fills the void opened by this year's cancellation of the Worldware Conference and is open to customer and vendor-side industry professionals. 2012 Internationalization and Localization Conference features some of the best known i18n and L10n experts from industry leading companies such as Acrolinx, Adobe, Cisco, Intel, Lingoport, LocLabs, Moravia Worldwide, Rearden Commerce, Twitter, Yahoo!, and Zynga. Registration and additional information are available at: <http://www.lingoport.com/2012-i18n-conference>.

In addition to the conference, a full day of technical internationalization training will be held on Wednesday, March 14th. In this intense i18n training class, attendees will build an understanding of programming and practises for developing world-ready products. The class is led by Olivier Libouban, Lingoport's Globalization Lead. For additional information and to register, please visit: <http://www.lingoport.com/2012-internationalization-training>.

Conference attendees are also invited to attend Acrolinx' "Global Readiness Workshop and Roundtable Discussion" on Wednesday, March 14th from 1-4 pm PT at the Hyatt Regency Hotel, Santa Clara, CA.

This interactive session targets people interested in writing effectively for a global audience and addresses general principles for developing content that is more easily understood by non-native English speakers, and more easily translated. Participants are asked to bring samples of their content for analysis and discussion; 50-200 pages (10,000 to 40,000 words) in Word, FrameMaker, HTML, or XML format will suffice.

Learn more and register at: http://www.acrolinx.com/acronews_en/items/global-readiness-workshop-and-roundtable-discussion.html

Shifting Left and Internationalization in Real-Time. Join us on Tuesday, Feb. 21st @ 11am PST and on Thursday, Feb. 23rd for two free Webinars:

Shifting Left

On Tuesday, February 21st @ 11am PT we'll demonstrate how Globalyzer 4.0 (in beta now) supports internationalization concurrent with new development and QA. Learn how Globalyzer, Lingoport's software internationalization product, supports your global market objectives.

Learn more and register @ <https://www1.gotomeeting.com/register/998369561>

Internationalization in Real-Time

On Thursday, February 23rd @ 11am PT we'll present and discuss solutions that bring internationalization to the forefront of development. Learn how software engineers can perform i18n tasks within one integrated environment. Examples will include interacting with source code repositories and a resource assistant to externalize, manage, validate and pseudo-localize strings. See real-time internationalization as we work with source code and learn how Globalyzer ensures best-step i18n practices and compliance.

Learn more and register @ <https://www1.gotomeeting.com/register/895070737>

Intelligent Content 2012

Intelligent Content 2012, held February 22-24 in beautiful Palm Springs, CA, is an intimate, three-day intensive learning experience designed to help attendees understand what is required to create intelligent content: content designed to be structurally rich and semantically categorized, automatically discoverable, reusable, reconfigurable, and adaptable to any future functionality.

Learn more and register at: <http://www.rockley.com/IC2012/>

GALA 2012 Monaco

GALA 2012 Monaco, a media sponsor of [2012 i18n and L10n Conference](#), brings together a wide selection of professionals in the localization and language industry, including owners of language service providers, sales and marketing managers, project managers and localization/globalization managers. The event takes place in Monaco from March 26-28 and provides attendees with the opportunity to collectively share, discuss and debate the latest advancements in localization, translation and global content delivery.

Learn more about GALA 2012 Monaco at: <http://i18nblog.com/2012/01/26/gala-2012>

Localization Strategies for Global E-Business

Lingoport is proud to have collaborated on *Localization Strategies for Global E-Business* by Professor Nitish Singh, PhD, Associate Professor of Int. Business & St. Louis University Director Alternative Delivery Programs. The book is out now and is available on Amazon and the Cambridge University press websites.

Friends of Lingoport will receive **20 percent off** until February 28th with promo code **SINGH2011** when ordering the book
from: http://www.cambridge.org/us/knowledge/isbn/item6564189/?site_locale=en_US

Featured Video Recording: Building an i18n and L10n Plan in your Organization

Last October, Adam Asnes of Lingoport and Kent Grave of Cisco shared their expertise on how to create an i18n and L10n plan at Localization World in Santa Clara, CA.



Building an i18n & L10n Plan in your Organization

Stay in Touch

Connect with us on Twitter [@Lingoport](https://twitter.com/Lingoport) and read our [internationalization blog](#).

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