



# Made-to-Measure Language Solutions



## Five Steps...

### 1. ASSESSMENT

- Audience Demographic
- Contents & Terminology
- Language/Country/Culture
- Branding & Creative Guidelines
- Reference Materials
- Timelines

### 2. PROPOSAL

- Proposal Submission
- Client Review
- Client Acceptance

### 3. KICK-OFF

- Workflow Design
- Project Manager Assignment
- Project Team Selection
- Timeline

### 4. EXECUTION

- Cultural Assessment
- Translation/Transcreation
- Localization & Testing
- In-country Review
- Quality Assurance

### 5. WRAP-UP

- Client Acceptance
- Linguist Evaluation
- Terminology Updates
- Client Survey
- Continual Improvement

## ...to Your Customized Language Solution