METM25 abstracts

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Check the online programme for any changes.

Contents

What does proofreading really mean?

Joy Burrough-Boenisch, Renkum, Netherlands

It is generally agreed that all texts should undergo proofreading, and this term is familiar to all who write or work with texts. Authors and students proofread their own writing, or ask friends, relatives or acquaintances to proofread for them as a favour. Language professionals implicitly or specifically include proofreading in the services they offer – and charge for it. For publishers, proofreading is the final stage before going to press and is entrusted to in-house or freelance specialists.

The computer age has brought about big changes to how proofreading is done and has made proofreading tools universally available. As a result, anyone can now proofread and everyone thinks they know what proofreading means. Moreover, the distinction between proofreading and editing has become blurred. So, if you offer a proofreading service, when promoting yourself and discussing assignments with your clients it's important to be aware of the different perceptions and expectations concerning proofreading. This presentation will therefore explore traditional and modern interpretations of proofreading.

As all language professionals proofread, the simple question posed in the title of this presentation is relevant to us all. It is intended to get us thinking about what we do when proofreading, why we do it and whether we could be doing it better. This will lead to discussion during the session and to insights useful for honing our skills and enhancing our professional profiles.

This presentation pairs with the interactive session Proofreading: adding the finishing touches, facilitated by Thomas O'Boyle.

About the presenter

British-born Joy Burrough-Boenisch is an authors' editor for academics and scientists and a founder and honorary member of SENSE (Society of English-language professionals in the Netherlands). She has given workshops for language professionals in various European countries and for the European Commission and is a seasoned conference speaker.

Five ingredients to cook up a better text

Ana Carolina Ribeiro, Badalona, Spain; Simon Berrill, Badalona, Spain

The starting point for our presentation is our bilingual cookery blog, where every recipe is written in either Brazilian Portuguese or English and translated into the other language. We will begin with a brief explanation of how our blog came about. But what we will do goes far beyond explaining how we "did a nice thing", and it won't be a talk about culinary translation, either.

Instead, our talk will focus on the interesting ways that translating each other's posts has taught us, maybe not for the first time, relevant lessons that we both apply in our individual businesses. We refer to these as the five ingredients that have spiced up our working recipe, and they touch on areas such as tone of voice, target audiences, communication with clients, editing, and the use of CAT tools.

We believe that awareness of these five ingredients is of value to all language professionals. While the lessons we will describe have been useful to us as experienced translators, they would be just as helpful for those who are starting out in the profession, as well as for editors and writers. We intend to show how all our experiences – including those from everyday life, hobbies and interests – can help us, as language professionals, to keep firmly in mind useful working and business practices we might have neglected or forgotten.

We hope this talk leaves the audience with a taste for adding more of these ingredients in their own practices to cook up better texts.

About the presenters

Ana Carolina Ribeiro is a transcreator and copywriter from English into Brazilian Portuguese, with over 13 years' experience in marketing texts for the technology, sports apparel, cosmetics and hospitality sectors. She has given presentations for the BP, APTRAD and ABRATES conferences, and has facilitated workshops on inclusive language for APTRAD.

Simon Berrill is a translator and writer. No longer British for Brexit reasons, he works into English from Spanish, Catalan and French and specialises in cultural tourism and wine. He has given presentations and workshops for MET, the ITI and NEaT, and was a founder of the Revision Club movement.

Do they still need me? Teaching scientific writing in the age of AI

David Barick, Amstelveen, Netherlands

In recent years, the introduction of large language models, chatbots and their like has significantly altered the working lives of many language professionals. Still, this development was initially of no great concern for scientific writing teachers who support aspiring authors in creating an original research article for publication. Since the first AI-based models seemed to be limited to copy-editing a text or making basic grammatical suggestions, the input of teachers still seemed highly valuable in producing a text that would meet a journal's requirements.

Then came the widely publicized release of ChatGPT-4 in 2023. Here was a generative AI model capable of spitting out seemingly original material in a matter of seconds, issuing writing advice along the way. Some ominous questions for academic writing teachers began to hang in the air. Could ChatGPT-4 actually generate a piece of text suitable for publication in a scientific journal? And even more pertinent: would the role of the teacher be diminished under these new circumstances? Both universities and organizations for language professionals seemed to respond to these issues very seriously: since then, they have produced a steady stream of workshops, presentations and exercises devoted to applications of generative AI in the classroom.

In this presentation, I will summarize the most interesting takeaways from the workshops I have attended and describe my experiences with using new AI exercises suggested by them. I will also offer my impressions of their efficacy, focusing in particular on how well AI performs when asked to comment on aspects of writing that go beyond scientific detail, such as the structure of sentences and paragraphs. This presentation is intended not only for academic writing teachers, but also for language professionals from any field who are wondering how significant a role AI can play in the creation of original texts.

About the presenter

David Barick studied musicology and English at the University of Michigan before moving to the Netherlands in 1979. He is a freelance lecturer in academic writing, working primarily with PhD candidates at various Dutch universities and hospitals. He is also an experienced academic editor and translator.

Proofreading: adding the finishing touches

Thomas O'Boyle, Madrid, Spain

The manuscript is now written and the text edited. It's time to review the proofs. In this interactive session, we'll discuss to what extent the text can be modified at the proofreading stage. After considering the problems faced by the proofreader, we'll try to establish some common ground and then put our proofreader pens to paper.

How does it work?

In small groups, we'll use text excerpts to address various aspects of proofreading, from deciding where we draw the line between text editing and proofreading to the more controversial aspects of the process of proofreading.

Who should attend?

If yours are the last pair of eyes to see the text before publication, then this is the session for you! The session will be fun and fast-paced but can get loud, so it may not be a good fit if you're noise-sensitive.

What will you need?

Pen and paper only. All excerpts will be handed out or shown on screen.

This interactive session pairs with the presentation What does proofreading really mean? by Joy Burrough-Boenisch.

About the presenter

Thomas O'Boyle is a freelance translator, authors' editor and medical writer based in Valdemoro, Spain. He has an MA in translation and interpreting from the University of Salford and has been a member of MET since its inception.

Using fiction craft techniques to engage the nonfiction reader

Andrew Hodges, Edinburgh, Scotland

This presentation is about the application of fiction craft techniques to nonfiction genres of writing beyond narrative nonfiction. Wherever vignettes, stories, or extended descriptions are deployed, there are opportunities to include various craft techniques to engage the reader. This is important if we understand nonfiction and fiction as two different kinds of learning – learning through information and learning through imagination – that complement each other and can be brought together to create a more compelling and relatable text for readers. The insights presented will draw heavily from my experience as a developmental and line editor of fiction and cultural anthropology, and as an author and translator of ethnographies and novels.

First, I will discuss academic and nonfiction genres that could particularly benefit from such techniques, and emphasize situations in which they are less appropriate, contrasting a nonfiction "reporting" or "told" style with a more immersive and "shown" style, common in much commercial fiction. I will then give a brief overview of key topics in fiction craft relevant to nonfiction: showing and telling, conveying emotions, sensory imagery, words, narrative distance, use of setting (including the weather), use of dialogue versus reported speech, and "objective" description versus description clearly situated within a perspective. The presentation will include some interactive exercises in which participants will transform sentences from a reported "told" style to a more immersive "shown" style. Participants will discuss these examples in pairs before feeding back to the group.

This presentation is for language professionals working in academic or nonfiction genres looking to gain fresh insight into fiction craft techniques, develop their sense of when these can be applied to nonfiction texts, and apply simple techniques to their own writing, editing, or translation projects. It is not for experienced fiction editors or literary translators, who will already be familiar with these techniques.

About the presenter

Dr Andrew Hodges (he/they) is a cultural anthropologist turned developmental and stylistic editor. They specialize in cultural anthropology and love working on projects with a social justice element. They also have expertise in fiction developmental editing, which they apply to ethnographic writing, where appropriate.

Bringing people in from the cold: 20 years of METMs

Mary Ellen Kerans, Barcelona, Spain; Alan Lounds, Barcelona, Spain; Kim Eddy, Tenerife, Spain; Hayley Smith, Codroipo, Italy; Helen Oclee-Brown, Staplehurst, UK

Skills have always been at the heart of METMs. The very purpose of METM05, the first METM, was to fill the training gap among language professionals in Catalonia. Then, as now, what united attendees was a belief in peer-learning to improve the quality of their work for the communities they serve.

In 2025, the challenges METM attendees face and the clients they work for may have diversified, but the need for good-quality, expert training remains – and METMs continue to provide an ideal forum for this.

To celebrate 20 years of METMs, we look back at how METMs (and MET) began, how the conference has changed over the years and how organizers have overcome bumps along the way. Are METMs now what our founder members envisaged? What knowledge gaps do panellists still think need plugging? How has MET responded to the need for more online training? What does the future hold for MET in the age of AI? And how does MET maintain its unique identity and continue to serve its members' needs?

Joining current membership chair Hayley Smith on the panel will be three past chairs of MET council: long-standing member Kim Eddy, and founder members Alan Lounds and Mary Ellen Kerans. Former council member Helen Oclee-Brown will guide this walk through METM history, delving into the panellists' collective memory.

The themes of community, knowledge-sharing and interdisciplinary learning in the Mediterranean and beyond will be central to the panel's discussions. METMs are a broad church, but organizers' ability to promote the "cross-pollination" of disciplines has reliably helped attendees learn from each other and sharpen their skills. Long may that continue!

About the presenters

Mary Ellen Kerans, one of MET's founders, is a semi-retired freelance authors' editor and translator who still works mainly but not exclusively with clinical scientists and historians. She comes from a background in teaching English for specific purposes and has taught writing for publication purposes.

Alan Lounds is a semi-retired translator and authors' editor specialized in helping scholars who have English as an additional language to publish successfully in international journals. He is a founder member and former chair of Mediterranean Editors and Translators.

Kim Eddy is a language trainer, translator and reviser/editor based in the Canary Islands, Spain. She has been a MET member since 2006, and was a MET council member – promotion chair, membership chair and MET chair – from 2010 to 2020.

Hayley Smith is an in-house translator, editor, proofreader and project manager based in northeast Italy. She joined MET in 2019 and was quickly catapulted into association life, first facilitating memoQ training in 2021, then acting as an MC for METM21 Online, before joining MET Council as membership chair in 2022.

Helen Oclee-Brown is a translator and editor. She works for the International Brigade Memorial Trust, editing the Trust's triannual magazine *¡No pasarán!*. A career-long linguist, she has been translating and editing for nearly two decades.

The sustainable language professional: interactive idea-sharing session

Maighread Gallagher-Gambarelli, Grenoble, France; Mary Savage, Vilafranca, Spain; Mary Murphy, Berlin, Germany; Susannah Goss, Berlin, Germany

Wondering how to optimise your work environment to reduce your ecological impact? Which criteria to consider when choosing digital tools and investing in hardware? Curious about best practices for remote collaboration? And how to avoid overwhelm?

We need to think about sustainability, but we also need to make it part of our business mindset. In this interactive session, share your ideas on how to make your work more sustainable in the broadest sense. You might even pick up a sustainability buddy.

How does it work?

This session will focus on adapting how we work to make our businesses more financially, personally and environmentally sustainable – aiming for "happy sobriety" and incremental changes that are easy to stick to.

After a brief introduction, the session hosts will split attendees into small groups. The groups will then tackle topics such as how to select the right tools for you and the planet before comparing notes in a quick-fire feedback round. Each group will share their ideas and resources with the room. A shareable living legacy document will be produced after the session.

Who should attend?

Anyone with concerns about sustainability, from seasoned zero-wasters to green-curious language professionals with fresh ideas; anyone needing reassurance that we language professionals are still ahead of the curve; anyone trying to stay sane and healthy while eating, sleeping and working in the same space; and anyone seeking a bit of optimism in these dismal times. We will talk about all aspects of sustainability and welcome diverse viewpoints. The session aims to be non-divisive, fun, and fast-paced. The format may not suit you if you're noise-sensitive, but we hope to include as many perspectives as possible.

What will you need?

Pen and paper or an electronic device (one per group) and your creative solutions.

About the presenters

Maighread Gallagher-Gambarelli has been translating and editing scientific content for 15 years. She has long been interested in sustainability generally, and in 2024 worked with other solopreneurs on social and environmental responsibility for very small businesses. She firmly believes in thinking about sustainability as a positive and empowering choice.

Mary Savage recently semi-retired after a forty-year career as a translator, editor and English teacher. She has a long-standing interest in sustainability and lives off grid on a mountainside in Spain.

Mary Murphy is a semi-retired translator based in Berlin. She has several decades of experience working as a freelance translator and in a corporate setting. She's trying not to drown in the digital deluge we are currently confronted with.

Susannah Goss is a scientific editor at the Max Planck Institute for Human Development in Berlin. Since earning her Brownie thrift badge for upcycling an empty yogurt pot into a string dispenser, she's been trying to work out which sustainability practices really make a difference and which are just noise.

How to give constructive feedback to writers (or anyone)

Susan Frekko, Barcelona, Spain

In this interactive session, I will use a slide presentation and group activities to offer a model for providing constructive feedback to writers. This approach draws on horizontality (equality in interactions), social interest (contribution to others), and encouragement – key principles from the psychological school of Alfred Adler (a co-founder of depth psychology, along with Freud and Jung).

As authors' editors and translators, we provide feedback to writers about how to improve their texts. This feedback is sometimes unwelcome because, for example, writers may be attached to what they have written, may be on a tight deadline, or may question our expertise. Yet, if we don't manage to convince the client to make needed changes, the final product – and even chances of publication – may be worse.

During the session, we will break into pairs to roleplay different ways to give and receive feedback, with short dialogues that I will provide. We will first try interactions based on the hierarchical model many of us learned in school, in which language professionals "correct" their clients' writing (a form of verticality that is itself complicated by the fact that clients are often in socially superior positions to their editors and translators). Then we will practice interactions based on an Adlerian-inspired model. Afterwards, we will reflect on how we felt in both language professional and client roles, how effective the interaction seemed to us, and how we might apply what we learned in the roleplay to real professional settings.

While the session will be geared toward professionals who work directly with writers, the approach can be helpful in any interaction in which we give feedback to others, including our colleagues, kids, and romantic partners. Attendees should bring a pen.

About the presenter

Susan Frekko is an Adlerian counselor based in Barcelona. She provides individual counseling to teens and adults, as well as parent education. Also trained as an anthropologist and researcher, Susan additionally works as an independent writing coach, translator, and editor specializing in humanities, social sciences, and health sciences.

Synthetic-text editing: two exploratory case studies

Michael Farrell, Mortara, Italy

This presentation explores how generative artificial intelligence, or GenAI, is changing the way authors create texts in a foreign language. With tools like GPT-4, authors are now sidestepping traditional translation methods, opting instead to write directly in their second language. This shift is transforming the role of professional editors, who are moving from correcting translation and non-native errors to refining AI-assisted texts.

We will discuss the findings from a study involving two native Italian speakers who used GPT-4 to craft articles about art education in English. These authors then self-edited their AI-generated drafts before passing them on to professional editors for further enhancement. Both the authors and editors shared their experiences – what worked well and what did not – and described the nature of their interactions throughout the process.

The findings reveal that, while GenAI can improve grammatical accuracy in English, it also introduces anomalies like redundancy and repeated phrases, which require careful review by editors. Examples of these anomalies will be provided. Despite these issues, the authors praised the effectiveness of using GenAI for writing and they plan to continue using it.

The study highlights that although GenAI tools are beneficial, human editors remain essential to produce polished, publishable content. Furthermore, professional translators and editors, with their linguistic expertise, are probably well-equipped to provide synthetic-text editing services. The presentation emphasizes the importance of training both writers and editors to work effectively with these tools in anticipation of a future where GenAI plays a central role in multilingual writing. It also examines the key training needs that arise as a result.

Further reading

Farrell, Michael. 2025. Editing synthetic text from generative artificial intelligence: two exploratory case studies. Proceedings of the 46th Conference Translating and the Computer, Luxembourg, November 18-20, 2024.

About the presenter

Michael Farrell is a translator; researcher at the International Center for Research on Collaborative Translation; and lecturer in localization, post-editing, machine translation, artificial intelligence, and computer tools for translators at IULM University, Milan. He is the developer of IntelliWebSearch and a member of AITI, the European Association for Machine Translation, and MET's Council.

A sure-fire guide to burnout (and how to avoid it)

Aída Ramos, Madrid, Spain

As freelancers, we face constant uncertainty (both financial and otherwise). This can lead us to accept terms that are far from ideal, deadlines that are unrealistic, working hours that are not sustainable, or rates that do not cover our basic needs. The result? The perfect breeding ground for burnout to rear its ugly head. Once we reach the burnout stage, it is not always easy to shake off, so this is an outcome that should be avoided at all costs.

To make matters worse, we now have to deal with the doom and gloom surrounding the rise of the ever-present, all-pervading artificial intelligence, and this seems to be taking a collective toll on the mental well-being of our industry.

Although I am not an expert in mental health, I have been interested in the topic of burnout for many years. As a freelance translator, I am very familiar with the challenges that come with it and the effects it can have on our daily lives. In the presentation, I will be sharing a brief overview of the conclusions I have drawn from different articles on the topic as well as my own experience. My goal is for my peers to be better equipped than I was to avoid some pitfalls I have not always been able to avoid myself.

During the session, I will share practical strategies for setting boundaries, protecting our time and energy, and prioritising self-care. While some of these ideas may not apply directly to in-house professionals, I believe they will strongly resonate with anyone who is self-employed and has ever faced the challenge of maintaining a healthy work–life balance in the freelance world.

About the presenter

Apart from being a sworn translator, Aída Ramos specialises in marketing and works with very diverse international brands. She works mainly from English into Spanish and is based in Madrid.

Choosing less-travelled paths to new clients and collaborations

Gabriela Kouahla, Saint-Étienne, France & Guelma, Algeria

Sometimes, choosing "different" roads in our work can open the door to exciting new opportunities. As a freelance translator and scientific proofreader working from English into French and Romanian, I decided a few years ago to expand my client base and start working with researchers from Mediterranean countries. This choice helped me grow professionally, improve my services, and see localisation in a whole new light, especially when it comes to research.

In this presentation, I'll talk about the benefits and challenges of working with clients from markets we might not usually consider. That might be because we don't know much about the country, think the market is too closed off, worry about currency issues, or feel unsure about cultural differences.

In 2018, I took the plunge and started offering my services to researchers in the Mediterranean region. I will explain how I introduced localised work procedures for each type of request, developed a new way of offering online language services, and demonstrated to clients and others that localisation can work in the world of research as well.

We'll also look at how building long-term partnerships, relying on word of mouth, and offering customised solutions can help us succeed over time. I'll include practical tips, like how to arrange advance payments and how to build strong, trusting relationships with clients.

This presentation is useful for freelancers and consultants who want to explore new markets and build lasting collaborations. Whether you're just starting out or have years of experience, you'll walk away with useful, real-world strategies you can apply to your own journey.

About the presenter

Gabriela Kouahla is a certified bilingual translator, localiser, and scientific proofreader with a decade of experience and the only certified FR<>RO translator working on-site in North Africa. In 2022, Gabriela founded BEYOND WORDS LINGUISTIC SERVICES, Algeria's first localisation agency for researchers. She is an advocate for cultural diversity and multilingualism.

Translation in a tourism and heritage landscape: a pragmatic view

Clare Vassallo, Malta

The session will focus on two issues, What can the translator in the tourism and heritage industry assume as common knowledge? and When is the translator justified in intervening in the text and adding information? Malta will be used as a case study of a heritage and tourist destination currently welcoming visitors from outside Europe. The different cultural encyclopaedic backgrounds of such visitors require that the translator question whether usually assumed cultural knowledge and references can be taken for granted.

The examples discussed in the presentation will include translation errors and less-than-ideal translations of signs, labels and brochures drawn from current tourist and museum information material translated from English and Maltese into Chinese and Spanish (for South American tourists).

The presentation will also make a case for less translator intervention through the retention of local terms (food, geography, traditions, transport, etc.) in the original Maltese language rather than creating pseudo-equivalents that often result in "diluting" local culture. Tourists are a special kind of target audience, since they are usually open to absorbing the local as part and parcel of the experience of travel itself. Examples of translations and adaptations from Maltese to English will be provided.

This session on the pragmatics of preparing translations and adaptations for the tourism market will be of interest to translators with clients in related industries, since the issues discussed are not specific to Malta but are applicable to any other destination, such as Spain. Moreover, it also shows how translation competence can be expanded to become a form of cultural mediation, an additional skill that language professionals can offer to clients in the tourism and heritage industry.

Reference

Robert Neather. *Translating for Museums, Galleries and Heritage Sites*, in the series Translation Practices Explained, Routledge: 2025.

About the presenter

Clare Vassallo is Professor of Translation Studies and Semiotics at the University of Malta. Her areas of interest are history and theory of translation; pragmatics and semiotics; literary translation; and adaptation studies. She has published literary translations from Maltese into English and a number of academic papers and chapters in international journals.

The art of pricing and mastering sustainable rates

Marián Amigueti, Madrid, Spain; Diana Gordaliza, Madrid, Spain

Many freelance language professionals struggle with pricing their services fairly, exposing themselves to financial instability or undervaluation of their work, and it can be difficult to navigate the complexities of setting professional rates that truly reflect your expertise and align with market demands. In this session, you will learn practical strategies for establishing sustainable pricing structures tailored to your unique business model, mining essential topics such as market analysis, effective negotiation tactics, and methods to communicate your value clearly to clients.

We will address the common challenges around rate-setting, offering actionable insights to help you overcome pricing anxiety, build confidence, and ensure your rates are competitive, sustainable, and reflective of your value.

The session will be structured into three key parts:

- Understanding your value: techniques to assess your skills and define your pricing model
- Market analysis and competitiveness: tools for analysing market trends and identifying your niche
- Negotiation and communication: strategies for effective client negotiations and value-based communication

The presenters will combine expert insights with real-world examples and lead interactive activities, including live polls, case studies, and a Q&A segment.

This session is designed for freelance translators, interpreters, and language professionals at all career stages – whether you're just starting out or looking to refine your business model. It is particularly beneficial for those seeking to optimise their pricing strategies, improve client negotiations, and achieve sustainable financial growth in their language services business.

About the presenters

Marián Amigueti is a DE, EN>ES translation and localisation specialist and an expert in branding, marketing, and leadership. She helps translators build strong personal brands and authentic connections. Marián co-leads DUAL with Diana and Maite, focusing on sustainable growth and client relationships.

Diana Gordaliza is a certified EN<>ES legal translator and interpreter. She works with law firms and B2B clients, offering legal translation, SEO, and copywriting. Passionate about sustainable freelancing, she co-founded DUAL in 2023. Based in Madrid, she balances work with family, fitness, and speciality coffee.

Many hats: expanding repertoires in academic communication

Maria Sherwood-Smith, Leiden, Netherlands

Academics wear many hats and must navigate a wide range of communicative situations, including challenging multilingual contexts.

Academic communication entails more than writing for journals and presenting at conferences. Although this observation is not new, academic literacy teaching continues to focus on writing research articles, largely overlooking other types of communication. Initiatives such as the Open University's PACE programme seek to broaden the scope, supporting researchers in "becoming confident and engaging communicators". Such approaches recognize that researchers must master the conventions for communicating with peers, patrons, and the public in various settings and a growing number of genres. But researchers' career success will also hinge on their proficiency in other genres, such as writing a CV or a funding proposal. This makes heavy demands on multilingual researchers' language skills, and this is where language professionals come in.

Fostering early-career researchers' academic communication is central to my role at the Graduate School where I teach: we aim to help PhD candidates develop the skills they need for their later career. My courses address not only writing research articles but also networking at conferences, presenting to multidisciplinary audiences, compiling an academic CV, and writing an accompanying cover letter.

In my presentation, I will give examples from these courses – showing how we can support multilingual academics' communication in a range of registers, styles, and genres – before inviting the audience to share their own experiences. The aim is to exchange best practices and raise awareness of language professionals' roles on the fringes of academic English. In this way, we can enhance the support we offer to multilingual academics and expand our own repertoire.

The presentation is for language professionals who teach English for research purposes, as well as editors and translators who work closely with academic authors.

About the presenter

Maria Sherwood-Smith lectures in academic English at the Faculty of Social and Behavioural Sciences of Leiden University, the Netherlands, where she gives courses for early-career researchers on various aspects of academic communication and participation.

Dancing with the devil? On the use of AI in literary translation and beyond

Dorothy Kenny, Dublin, Ireland

In 2011, I spoke at METM11 about the human element in machine translation. At the time, statistical machine translation was at its zenith, and translators were still learning what it would mean to interact with machine translation systems and how the post-editing of machine translation would affect their work and skill development.

In 2025, the landscape looks very different for translators as well as researchers. The rise of large language models trading under the banner of generative AI and being indiscriminately promoted within myriad sectors has affected not just translation, but related fields like editing, journalism and creative writing. Researchers continue to track, among other things, how translators interact – willingly or unwillingly – with translation systems and how the sustainability of their work shifts as a result.

Against this backdrop, I will share my research on the use of genAI in literary translation, a sector that once seemed impervious to automation but is now increasingly seen by researchers as a "frontier" zone in the expansion of automatic translation, with technology providers offering platforms designed for this purpose and commercial publishers trialling the automatic translation of selected literary genres. Translators' organizations have been vocal in condemning nefarious practices in the area, but they are also leading educational and legal initiatives that seek to give their members the knowledge and skills they will need to face ongoing challenges.

I will take the lessons from my study of literary translation and return to a broader view of translation to look at what remains constant and what has changed or needs to change in translator education and training responses to the ongoing tech turmoil. After surveying the scene, I will finally probe into what kind of research is now needed to help promote a sustainable future for translation and translators in the literary world and beyond.

About the keynote speaker

Dorothy Kenny is full professor of translation studies at Dublin City University, Ireland. She holds a BA in French and German from Dublin City University, and an MSc in machine translation and a PhD in language engineering from the University of Manchester. Her current research interests include corpus-based analyses of translation and translator style, the relationship between artificial intelligence and literary translation, and approaches to the teaching of translation technology. Her most recent book is the open-access edited volume *Machine translation for everyone: Empowering users in the age of artificial intelligence* (2022). She is co-editor of the journal *Translation Spaces* and an Honorary Fellow of the Chartered Institute of Linguists.

Clearly able: sensitive editing for texts on disability

Julie Uusinarkaus, Helsinki, Finland

We edit our text for clarity, but for whom? The text may seem straightforward to you, but what does it imply for someone who uses a mobility aid, needs reading software, wears glasses or has dyslexia? How does a medical professional or a parent of an autistic child read the text? Editors and translators are increasingly required to consider our client's viewpoint in the interpretation of the text, while at the same time we are becoming more aware of our own responsibility toward inclusion.

We'll look at disability with a wide lens to find hidden ableism in a text and share how we might solve these issues or work with a client to make them more aware. This presentation covers approaching texts sensitively, whether the text deals with disability or will be read by people with disabilities. We'll learn and discuss the human rights and medical models of disability, person-first and identity-first language, and a positive language focus.

This will be an interactive session where I first present principles for approaching a text with sensitivity, i.e. the awareness of how the text will be perceived by a reader with a disability, and then small groups will discover how to apply these principles through practical written examples. Since it may not be easy for everyone to participate in group work or a group discussion, I will apply psychological accessibility to my session, preparing the room to eliminate as many psychological barriers to participation as possible; for example, by making sure that the groups are clearly marked, the instructions are clear, and the whole group can interact easily. This session is for all language professionals who produce texts for clients and would like to more deeply consider their role as advocates for the intended audience of a text.

About the presenter

Julie (Jules) Uusinarkaus is an in-house translation revisor at the University of Helsinki and a freelance editor and language consultant. As a revisor, Jules focuses on stylistic issues and contributes to the in-house guidelines. Their areas of focus include sensitivity editing, style guides, the language of formal meetings, and design writing.

Books and the dynamics of collaborative translator-revisor teams

Allison Wright, Faro, Portugal; Sandra Lustig, Hamburg, Germany; Linda Jayne Turner, Prague, Czech Republic; Virve Juhola, Taivassalo/Kustavi, Finland

This panel discussion is a deep dive into the intricacies of working as a translator and revisor team on books intended for publication. It will provide a frank, behind-the-scenes review of the dynamics that lead to the positive outcome of achieving the signed-off proof of a published work.

The discussion will focus on the process of translating and revising non-fiction books before they ever reach the publisher or the publisher's editor, and will be structured loosely as a chronological journey through the project – often quite a long haul. Some of the following questions will be addressed: What motivated the pairs – or larger team, in some cases – to work together and what was agreed before the project started? Do the translators and revisors in each team feel they complement each other in terms of skills, subject knowledge and temperament? Do these complementary skills result in a better quality of the work overall? How do they communicate outside of the text being worked on (via apps, video or phone) and when? At what stage is the author/client contacted to clarify specific queries? Do they work chapter by chapter so that, by the time they reach the last chapter, the copy is "almost final"? How do they deal with the publisher and the final proof of the typeset document? Questions that might be indirectly examined include possible contributions to front matter (Translator's preface, Copy-editor's note, Acknowledgements), memorable book launch moments, and how the personality and character traits of each party help advance the project.

The panel will highlight lessons learnt and, perhaps more importantly, what sparks joy. Anyone who wishes to gain insights into how to improve the successful management of such projects, or is contemplating working in this way, should attend this session.

About the presenters

A passionate advocate of collaborative revision for years, Allison Wright has contributed as a PT-EN translator/revisor to 26 published works since 2011, half of which have been in the same translator-revisor pair. Her eagle eye darts all over the place, and her process is seldom linear until it really matters.

An interpreter, DE-EN and EN-DE translator, and editor, chiefly of academic texts, Sandra Lustig has also published work of her own. The areas that benefit from her expertise and experience include the social sciences, politics and policy, economics, and art and culture. She particularly enjoys working in a team.

Linda Jayne Turner has been a translator and copy-editor for over 25 years, specialising in the social sciences, politics, environment, economics, Irish studies and history of science. She has also published several articles on translation and editing. She believes meticulous revision is key to delivering consistently high-quality texts to her academic and other clients.

Virve Juhola has translated into Finnish and English since 1995 and has worked as a language and communications specialist since 2012. She produces editorial and corporate content, often with a technological bent. She believes project style guides are essential for consistency. She also revises and translates fiction and non-fiction and dabbles with poetry.

An ethical case against LLMs: principles, choices, outcomes

Kyle Wohlmut, Kreuzlingen, Switzerland

Generative AI tools such as large language models (LLMs) are a fact of life, we are told, and language professionals have only one choice: to adapt to them or be rendered irrelevant. This talk will present a counter-argument to that position: a principled stance that translators and editors can take against using LLMs in our work.

I will first frame the topic with a summary of the better-known, surface-level ethical issues surrounding the development and continuing use of generative AI tools. These include: intellectual property violations, inherent bias, environmental impact, and labor abuses. This overview will be kept specific and brief, as it will serve merely as the background to a deeper look at some of the macro-economic realities underlying LLMs. The focus here will be on three main areas: the unsustainability of the business models of the major players in AI and how these models extract value and shift risk; the cycle of "enshittification" in tech, its impact on society, and where the AI companies are in this cycle; and the unequal distribution of the social, environmental, and human rights impacts of AI technologies.

Finally, I will develop a clear position that we can present to our clients: why rejecting generative AI tools not only preserves our collective professional integrity but also serves our clients better and strengthens their position in their markets.

During the talk, I will engage with the audience by using a live polling tool to assess audience perceptions, attitudes and approaches to generative AI tools.

About the presenter

Kyle Wohlmut has been a full-time professional legal and literary translator (Dutch to English and German to English) since 1999. He has spoken at several international translation conferences in Europe on various topics, and his book translations include two novels (one from Dutch and one from German) and a book-length exposé of the 2008 financial crisis.

Keeping the reader laughing: translating puns and wordplay

Rachel Ward, Wymondham, Norfolk, UK

Wordplay features in a wide range of fields – from fiction and comics to advertising and copywriting – and can pop up even in the most unlikely of academic texts. In this interactive session, we will explore some of the strategies translators can use to tackle puns and humorous writing, to keep the reader laughing in the same (or similar) places as the reader of the source text.

This will be a very practical and hands-on session. After a brief consideration of how puns work and where we might find them, participants will work in small groups to tackle exercises from two particular genres where we might encounter puns – children's books and crime fiction – with examples from *Zippel: The Little Keyhole Ghost* by Alex Rühle (illustrated by Axel Scheffler, Andersen Press, 2019) and *Hotel Cartagena* by Simone Buchholz (Orenda Books, 2021). There will be an opportunity to see the solutions that were used in the published translations of these books, but these are far from being the "right" answers, or the only possible approaches.

While the examples are taken from German-to-English translations, the source text quotations are fully glossed, meaning that no knowledge of German is required. Participants may also wish to bring examples from their own work, so that the same problem-solving and lateral-thinking approaches can be applied and used as a basis for discussion, again in small groups or pairs. I will conclude the session by presenting a number of useful resources in this area.

About the presenter

Rachel Ward is a freelance literary and creative translator from German and French to English, based in Norfolk, UK. She specialises in children's and young adult literature as well as crime fiction and other contemporary literature. Her non-fiction interests include history, politics, art, journalism and travel.

Beyond traditional translation: expanding services in the scientific field

Mar Fernández Núñez, Suresnes, France

Science relies as much on the communication and explanation of its results as it does on research. As specialised language professionals, we can draw on our range of talents and adapt to recent changes in the scientific translation ecosystem without limiting ourselves to translating, editing or interpreting.

In this session, we will see how we can use our skills to broaden our professional horizons beyond our classically assigned tasks, and how we can take advantage of our unique position to disseminate knowledge by bridging linguistic and cultural barriers.

- Is global English threatening to make research published in other languages invisible? Explore the field of grey literature or offer your services as scientific coordinator or rapporteur in working groups in your local language and environment.
- Is media globalisation leading to a demand for more eye-catching scientific content? Learn how to transform scientific texts into infographics, and even podcasts, videos and comics, to help your clients disseminate their knowledge to a more diverse audience.
- Is the public being alienated from science by the cacophony of misinformation on social networks? Tap into popular science, a very promising niche, to create complex content that is reliable and understandable to non-specialist audiences.
- Is AI becoming more and more advanced? Do your research to understand its strengths and weaknesses and learn to mindfully integrate these tools into your professional practice and gain the legitimacy needed to advise your clients in this rapidly developing area.

This talk aims to guide the exchange of ideas among participants on how to access and train for these niches and to map out alternative solutions that go beyond classical translation services.

The session will be of interest to all comers, regardless of their working languages.

About the presenter

Mar Fernández Núñez is Spanish but now works in France. She trained in biology, environment, agronomy and oceanography. She first worked as a researcher in fisheries and started her translator career in 1999. She also teaches Spanish and conducts training in scientific translation. She has published several articles about academic writing.

Translation breakouts

(CA<>EN)

Mary Fons i Fleming, Barcelona, Spain; Timothy Barton, Oranjemund, Namibia

(FR<>EN)

Patricia Sommer, Camberley, United Kingdom; Paul Appleyard, Camberley, United Kingdom

(PT<>EN)

Allison Wright, Faro, Portugal; Ana Carolina Ribeiro, Badalona, Spain

Time to roll up your sleeves and flex your translation muscles. These interactive sessions are the perfect place to show off your talents, be wowed by your peers, and even pick up a revision buddy.

How does it work?

These sessions focus on translating into and out of English.

After a brief introduction, the session hosts will split attendees into small groups. The groups will then tackle a selection of wickedly tricky texts before comparing notes in a quick-fire snippet slam, with each group sharing their ideas with the room.

Who should attend?

Anyone willing to get stuck in, from seasoned professionals to green translators with fresh ideas. We will be translating in both directions and welcome native speakers of both the source and target languages. The session will be fun and fast-paced but can get loud, so it may not be a good fit if you're noise-sensitive.

What will you need?

Pen and paper or an electronic device (one per group) and your creative flair.