

Happy New Year and welcome to the first edition of the Burravoe Newsletter for 2013! We hope that this year will be a prosperous one for you all!



Meet the Burravoe Translations team...

To start the new year, we thought it would be nice for our readers to get to know some of the members of the Burravoe Translations team a little better, starting with one of our most recent recruits, Jenni Lock.

Age: 24
Hometown: Cockermouth, Cumbria
Languages: English, French and German

Jenni moved to Ashford in 2011 to work for Burravoe Translations' Parent Company, The Inkerman Group, as a commercial assistant before transferring to Burravoe six months ago when a position became available. We asked Jenni a few questions about her role at Burravoe:

1. Tell us about your role at Burravoe

As translator and project coordinator, I head up the proof reading team here at Burravoe. I am responsible for managing translation enquiries and requests from clients through to completion, including allocating translators and proof readers to jobs. I also do a lot of proof reading of translated texts.

2. Did you study for this role?

I have a BA in modern languages from Durham University, where I studied French and German. As part of my degree, I took courses in translation, literature, history and culture, cinema, and also studied Spanish for a year.

3. Have you ever lived / worked abroad?

I studied and lived abroad as part of the Erasmus programme for the academic year 2008/2009. The first semester was spent at the Université de Bourgogne in Dijon, France, where I studied Langues Etrangères Appliquées (applied foreign languages), and the second semester at the University of Konstanz, Germany, where I studied a variety of courses including translation, literature and anthropology. During this year I also worked as an English language tutor and became part of the French Scouts and Guides movement as a cub pack leader.

4. What do you like about working for Burravoe Translations?

I love working with languages every day, especially when it involves proof reading English, French and German translations, or translating from French and German into English. My role enables me to be constantly learning about the languages and gives me the opportunity to improve my skills. I find it particularly interesting to have exposure to so many different languages, and to learn to recognise words or routes of words of languages that I don't already know.

The role is very varied as we never know what is coming next. We see so many different documents and language combinations every week!

Technology takes on translations - but who will win?

The translation industry continues to be filled with new technological advances designed to speed up and reduce the cost of translations.

Google Translate has been around for some time and more recently Smartphones such as the iPhone and android handsets are offering translation application services, which are constantly being developed.

The latest app launched this year is a real-time phone call translator app, which "allows people in Japan to speak to foreigners over the phone with both parties using their native tongue." The app will initially convert Japanese to English, Mandarin and Korean, with other languages to follow.

However, Burravoe is seeing more and more cases of these applications delivering obscure, inaccurate and inconsistent translations. The apps may be adequate for simple one-word translations but these systems are in no way advanced enough to return sufficient results for important, lengthy documents.

Burravoe occasionally conducts spot checks on certain words using Google Translate, which has revealed some interesting results. The word 'Butterfly' was once translated as 'Throttle Valve' and the phrase 'On the other hand' came back as 'Goats Leg'?! Much to the team's amusement!

The problem with these new 'whizzy' systems is that they are unable to determine the context of the document being translated or understand shortened versions of words such as temp, which could mean temperature or temporary.

We may be biased but we say ditch the apps and speak to Burravoe!

Visit our Facebook page to see examples of when translations go wrong after using translation apps!



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NETWORKING EVENTS REALLY CAN WORK

Based near Ashford in Kent, Orchid Law is a small law firm offering conveyancing /property, Wills, Probate and Lasting Power of Attorney services to clients in Kent and South East England. Orchid Law prides itself on making clients feel cared for and valued so they return for future transactions.

All work is handled by Michelle Post, a fully qualified experienced solicitor, who kindly took some time out to talk to us about her relationship with Burravoe.

1. How did you hear about Burravoe Translation Services? I met Annette Bunn from Burravoe at an Invicta Chamber Networking event for women a few years ago.

2. What made you decide to use Burravoe? We value local services and believe that local firms are more focused on service and keeping a good reputation.

3. Which services have Burravoe provided to your company? Translation services.

4. Which language combinations were required? English to French and French to English.

5. Would you recommend Burravoe to others? Certainly - their efficiency can always be relied upon.

Thank you Michelle. We look forward to working with you throughout 2013!

SPECIAL OFFER: RECOMMEND A FRIEND

In this difficult economic climate, some of Burravoe's New Year's Resolutions are to network more, share more industry knowledge and make a conscious effort to recommend companies we have worked with to others.

We are always extremely grateful to receive a new enquiry from someone that has personally had Burravoe recommended to them by one of our existing clients.

To keep this effective use of word-of-mouth communication flowing and to say thank you to anyone that has recommended our services to others, we would like to offer all of our existing clients 10% off their next translation when they recommend a new client who proceeds with a translation worth £200 or more before 31 May 2013. The new client will then receive 10% off their next order as well. Both parties should quote **WOM13**.

Calling all qualified translators

Due to a busy 2012, increasing demand and expansion of the business for 2013, we are in a great position to be looking to increase our database of translators.

We are looking for qualified translators in all language and specialist subject areas.

If you are a translator and would like to be added to our database or you know someone that may fit the criteria we need, please send a copy of your CV to translations@burravoe.com

Why our clients choose Burravoe Translation Services...



Variety of Languages

Technical Understanding of Documents



Qualified Translators

At Burravoe we translate all documents and all language combinations

To discuss your next translation project with a member of our team, or for a no obligation quotation, please contact Burravoe Translation Services.

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