

# AI Translation & Captioning Event Engagement Guide



Learn 7 tips for making your meetings and events more inclusive, accessible, and engaging by offering attendees live translation and captioning options.



# What is Event Engagement?

Event engagement is the emotional connection, commitment, and involvement that attendees have towards meetings and events they are attending. It is a measure of how motivated, passionate, and enthusiastic people are about the content and mission of the event.

Event engagement can be influenced by several factors, including:

- Speaker selection and location
- Session alignment with personal values
- Recognition and rewards for attending
- Opportunities for growth and development
- Attendee involvement and networking opportunities
- Effective communication before and during the event

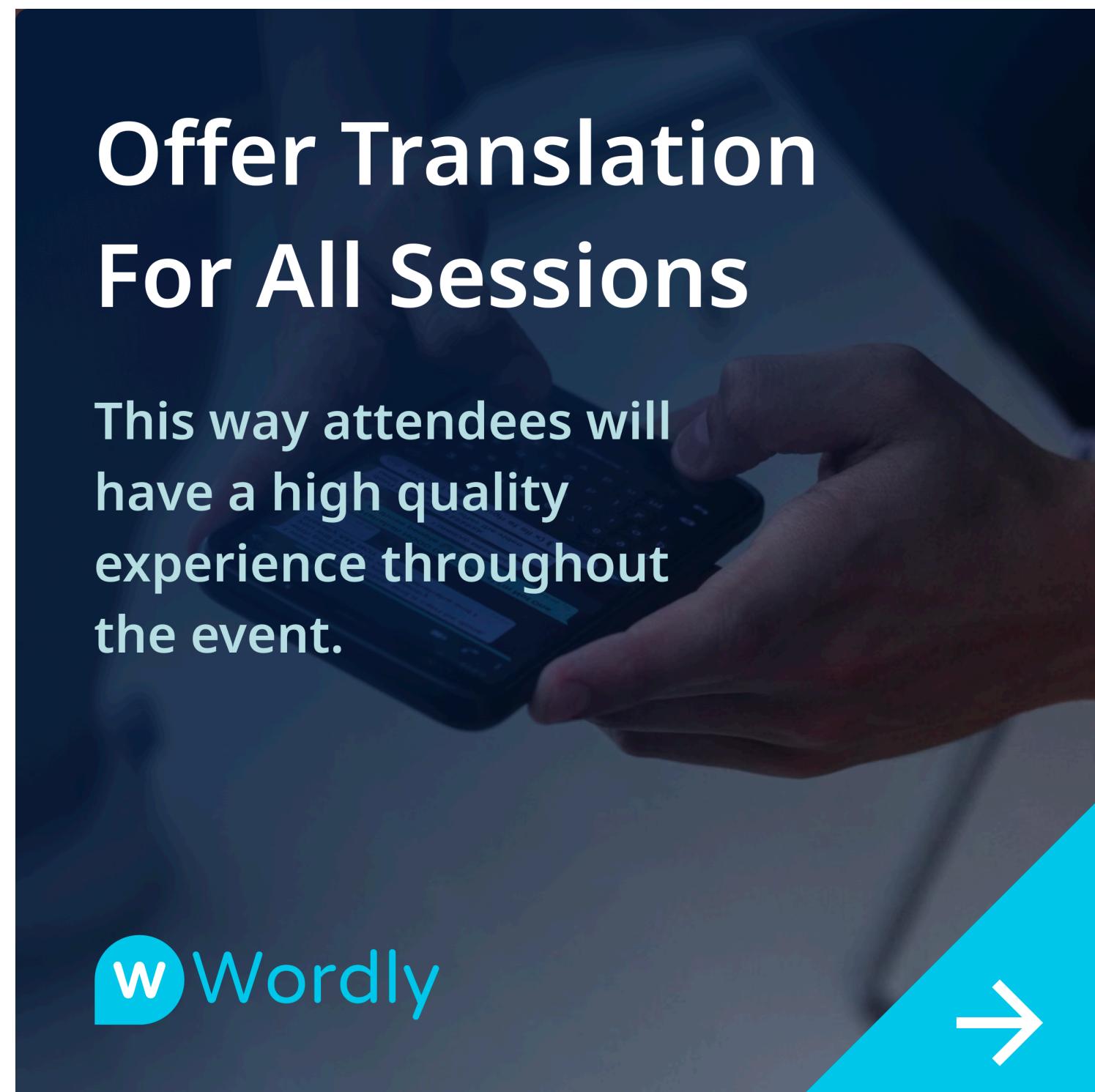
## Why is Event Engagement Important?

Event engagement is important since it can significantly impact attendee satisfaction, future registration rates, social media sharing, and content retention.

## 7 Ways To Use Live Translation to Increase Event Engagement

Another key to increasing event engagement is to make sure everyone can effectively communicate at meetings and events. Offering live translation and captions helps ensure everyone can participate in their preferred language. Here are some tips for offering live translation at corporate meetings, industry events, customer webinars, employee training, and much more.

# Tip #1 = Offer Translation For All Event Sessions



Most events have a combination of keynotes, panel sessions, plenaries, and breakout sessions. In order to maximize participation and engagement, offer translation for all event sessions. This way attendees will have a high quality experience throughout the event.

AI translation tools like Wordly make it easy and affordable to provide translation and captions for sessions of all sizes.

You can schedule and activate sessions in just a few minutes and only pay for the attendees who use the service.

## Tip #2 - Offer Translation For In-person and Virtual Events



Whether your event is in-person, virtual, or hybrid - you should provide all attendees the option of using live translation and captioning.

Everyone should be able to participate in the language and format of their choice.

AI translation tools make it easy for in-person attendees to use their mobile phone to access the translation by scanning a QR code - and virtual attendees can access with their computer. You don't need to plan for a special sound booth or headphones.

# Tip #3 - Offer Wide Range of Translation Languages



Unless you conduct a survey in advance, you will not know which languages attendees prefer to participate in.

Wordly has run thousands of events and many of our customers report that attendees used significantly more translation languages than they expected. Since you need 1 human interpreter per language, the cost can quickly become prohibitive.

Wordly uses AI to provide translation into the top international languages, all for one low / affordable price. This ensures everyone can participate in the language of their choice and you don't need to plan the languages in advance.

# Tip #4 - Add Captions as an Output Option



When you think about interpreters, you usually think about audio to audio translations. In addition to audio, you should offer an option for translated captions.

Many people prefer to read translated captions while listening to the speaker in the original language. Wordly makes this easy by offering both audio and caption translations automatically. Each participant can make their personal choice for both format and language.

Captions provide a solution for attendees who prefer to read the live text transcript during meetings and presentations.

# Tip #5 - Use Customized Event Translation Glossaries

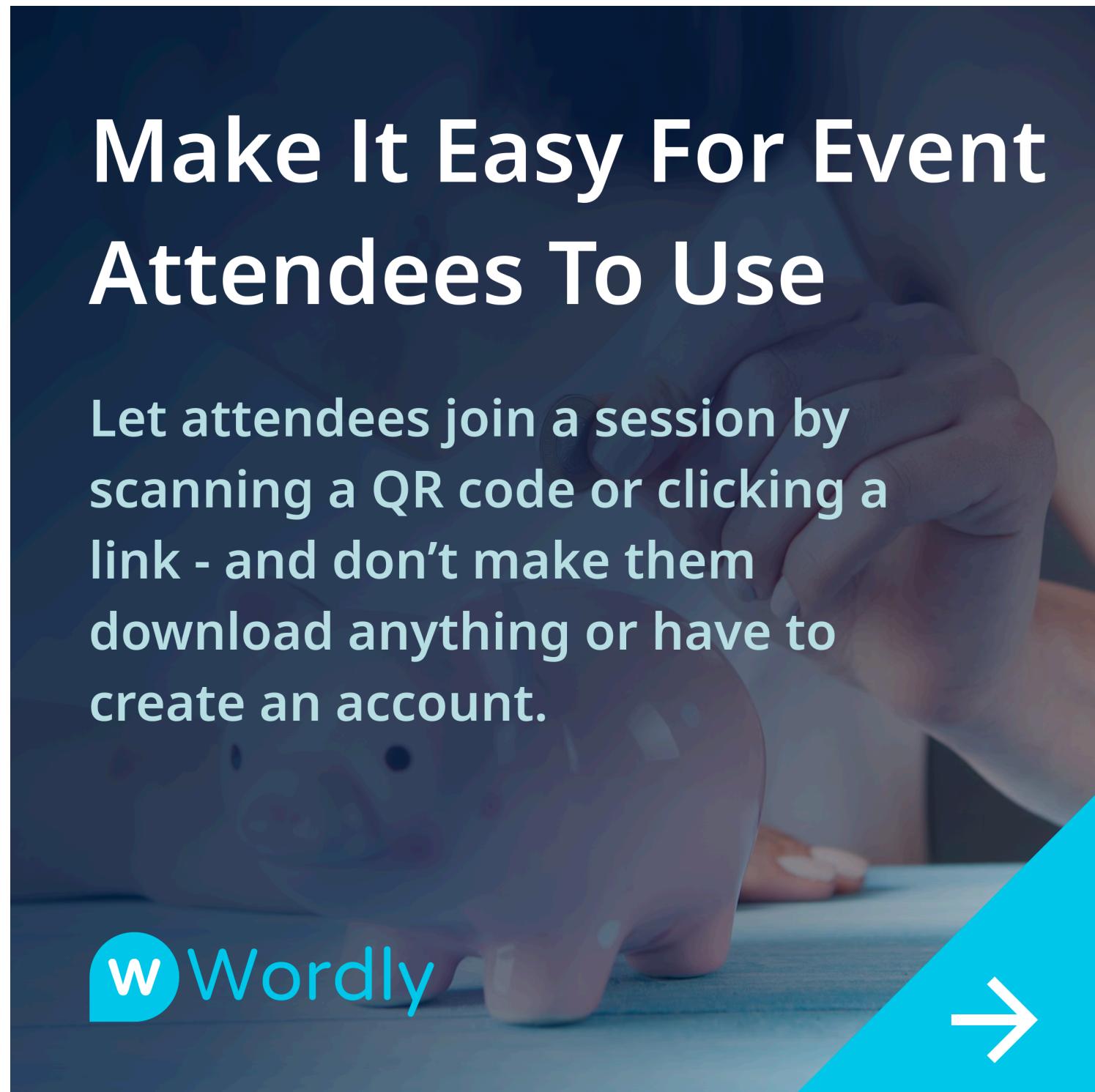


In order to ensure industry and company specific names and terminology are translated correctly, create a custom glossary which includes all of your important information.

AI translation tools like Wordly enable you to build a glossary with thousands of terms and automatically apply this to the translation engine in real time. While human interpreters can use a glossary, they are not usually able to memorize thousands of unique terms.

The glossaries are reusable and can be constantly updated which make it easy to include for meetings planned on short notice

## Tip # 6 - Make It Easy To Use Translation Tools



Attendees are often joining sessions at the last minute and don't have time to set up an account or configure their device.

Wordly allows attendees to join a session by scanning a QR code or clicking a link provided by the event organizer. Attendees don't need to download anything, create an account, or provide any personal information to join a translation session.

Event organizers can also display captions in multiple languages on a monitor next to the stage so attendees can follow along.

# Tip #7 - Promote Translation Before and During Events



Offering live translation at your event is a great way to increase registration and attendance. When global attendees know they will be able to easily participate in all of the sessions, it increases the probability that they will want to attend.

This is also a great way to demonstrate your commitment to fostering inclusivity and accessibility.

It is also important to promote translation and captioning options at the event. Include a slide with instructions on how to access translations at the beginning of every session; place signs outside the rooms letting participants know they can activate translation at that session; and promote it in event emails, on the event website, and in the event app.

# About Wordly

Wordly provides next-generation AI-powered translation and interpretation solutions. The Wordly platform provides live translation without the use of human interpreters - making it faster, easier, and more affordable to collaborate across multiple languages at once and make meetings and events more inclusive, accessible, and engaging.

Wordly enables organizations to unlock the full potential of their multilingual teams and global markets by removing language barriers at in-person and virtual sessions. Wordly is used by businesses, associations, organizations, and government entities around the world for a wide range of use cases.

For more information, visit <https://www.wordly.ai>.

