Wordly

Wordly Communication Guide

How to promote live translation and captions before, during, and after your events



Overview

Wordly makes it easy to offer live AI translation and captions at your in-person, virtual, and hybrid meetings and events. It's a great way to show your commitment to accessibility and inclusivity, and to welcome a global audience.

Wordly supports you across the full event lifecycle: it helps you prepare and promote before your event, delivers live translation and captions during it, and gives you shareable content afterward.

This guide and the kit that comes with it give you tips, sample copy, and ready-to-use assets to help you spread the word about the translation and captions you offer: on your website, in your event communications, on social media, and at your events. Use them to raise awareness before your events, help attendees get the most from Wordly during them, and keep the conversation going afterward.

Click here to get your Wordly Communication Kit

What's In Your Communication Kit

Your Communication Kit includes this guide and templates that help you tell attendees Wordly is available and show them how to use it. Each item is a sample, so add your own details before sharing.

Website Page Template & Example
Ready-to-use copy that walks your attendees through joining a session, plus a visual example of how to feature Wordly on your website.

Website Banner Ads
Two banner ads you can place anywhere on your site.

Press Release Template
An announcement you can adapt as a press release or blog post.

Event Sign Template
A printable sign with space for your logo, QR code, and link.

Social Media Posts
Two images you can customize with your logo and share on your social channels.

Creating Attendee QR Codes and Links

Attendees need a QR code or link to use Wordly. As the organizer, you create the attendee QR codes and links for each session in the Wordly Portal before your event. You'll find them on the Sessions tab of the Portal. Depending on how many sessions you run, you may have several codes and links to share.

We recommend using the same QR code and link for every session held in the same room, which keeps attendee communications simple. For example, if you're running sessions in five rooms, you'll create five codes and links for attendees to use.

The QR code and link used throughout this kit, including *attend.wordly.ai/join/ABCD-1234*, are samples. They show where your own code and link go, so replace them before you share any asset with attendees.

You can download a set of attendee instructions for each QR code and link from the Wordly Portal, like the example below. Add them to slides, signs, flyers, and more.

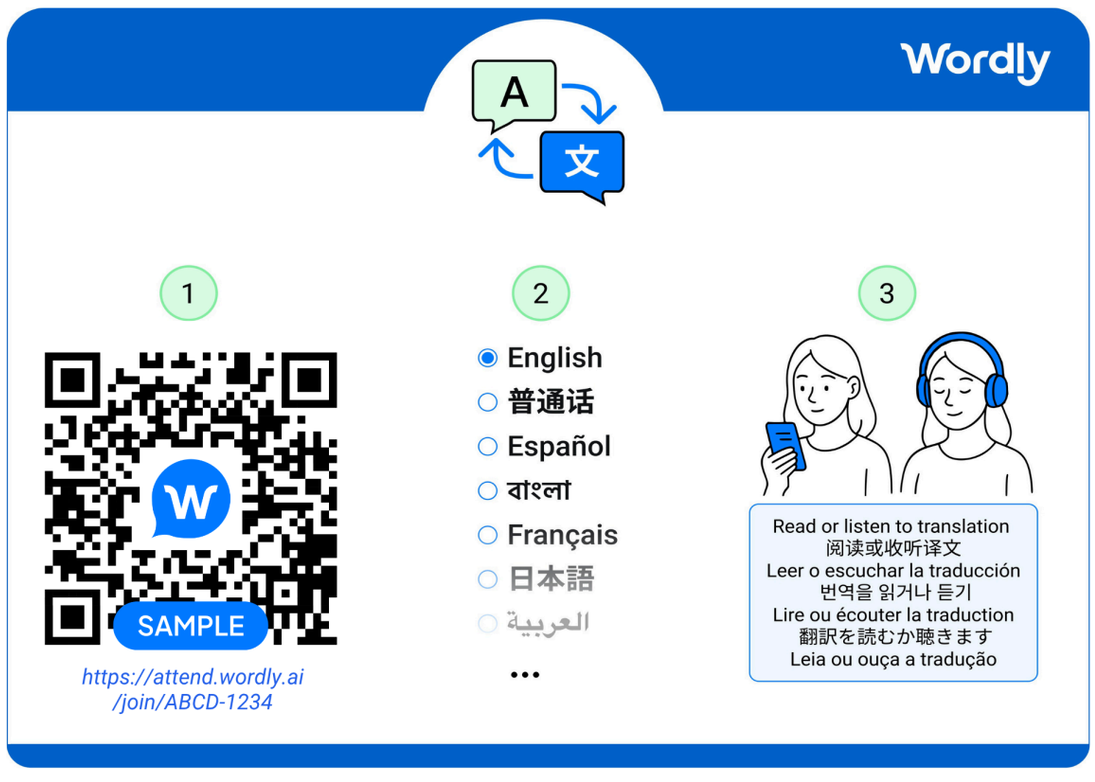
Always test your QR codes and links to confirm the right information is assigned to each room and session. **For more information, contact your Wordly rep or visit:** https://help.wordly.ai/.

Attendee Instructions & QR Code

Access Attendee Instructions and QR Codes through your Wordly Portal.

The instructions guide attendees through three simple steps: scan the QR code or open the link, select their preferred language, then read or listen to the translation.

Share the instructions wherever attendees will see them, including on screen at the start of each session, on signs and flyers, in confirmation and reminder emails, in your event app, and on your website.



Sample Instructions & QR Code

Before the Event

Let potential attendees know you'll offer live translation and captions at your event. Along with giving attendees multiple language options, captions help anyone who prefers to read along in real time.

Promote your translation and captions everywhere people look before an event: your website, event registration pages, email campaigns, social media posts, and your event app.

Here is a sample message you can include in your communications:

"We're committed to making our event more inclusive and engaging by offering live translation and captions in dozens of languages, powered by Wordly. Wordly uses AI to provide high-quality, real-time translation that you can read or listen to on your phone, tablet, or computer. The service is free to use. Simply bring your preferred device and a headset if you'd like to listen to the translated audio."

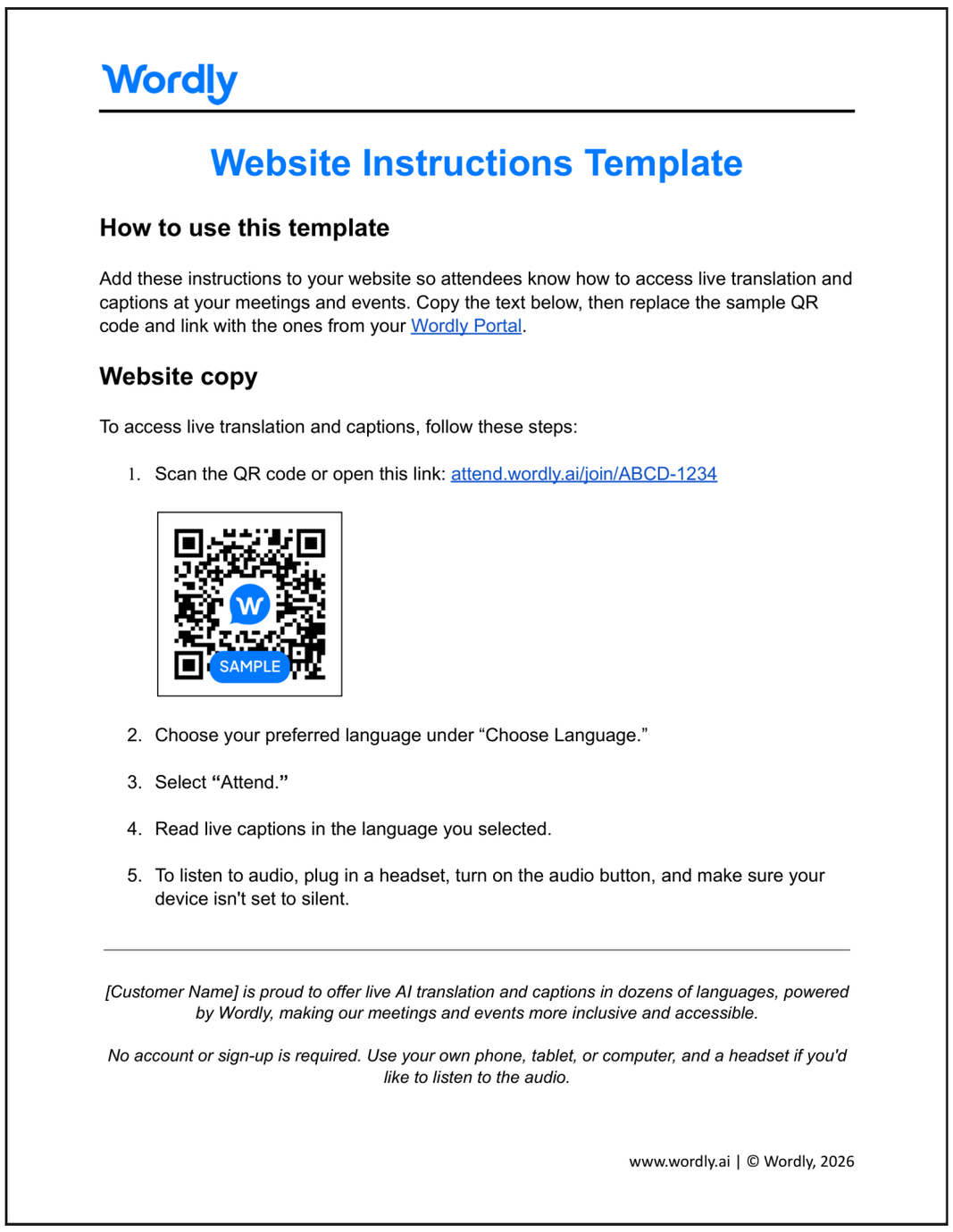
Add Instructions to Your Website

Your website is often the first place attendees look for event details, so give live translation and captions a spot there.

The website instructions template has ready-to-use copy that walks attendees through joining a session.

To use it, copy the text into your site and replace [Customer Name] with your organization's name. Then swap the sample QR code and link for the ones from your Wordly Portal.

Add the instructions to your event page, registration page, or FAQ, or give them a page of their own.



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Website Instructions Template

How to use this template

Add these instructions to your website so attendees know how to access live translation and captions at your meetings and events. Copy the text below, then replace the sample QR code and link with the ones from your Wordly Portal.

Website copy

To access live translation and captions, follow these steps:

1. Scan the QR code or open this link: attend.wordly.ai/join/ABCD-1234

SAMPLE

2. Choose your preferred language under “Choose Language.”
3. Select **“Attend.”**
4. Read live captions in the language you selected.
5. To listen to audio, plug in a headset, turn on the audio button, and make sure your device isn't set to silent.

[Customer Name] is proud to offer live AI translation and captions in dozens of languages, powered by Wordly, making our meetings and events more inclusive and accessible.

No account or sign-up is required. Use your own phone, tablet, or computer, and a headset if you'd like to listen to the audio.

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Website Instructions Template

Build a Page on Your Website

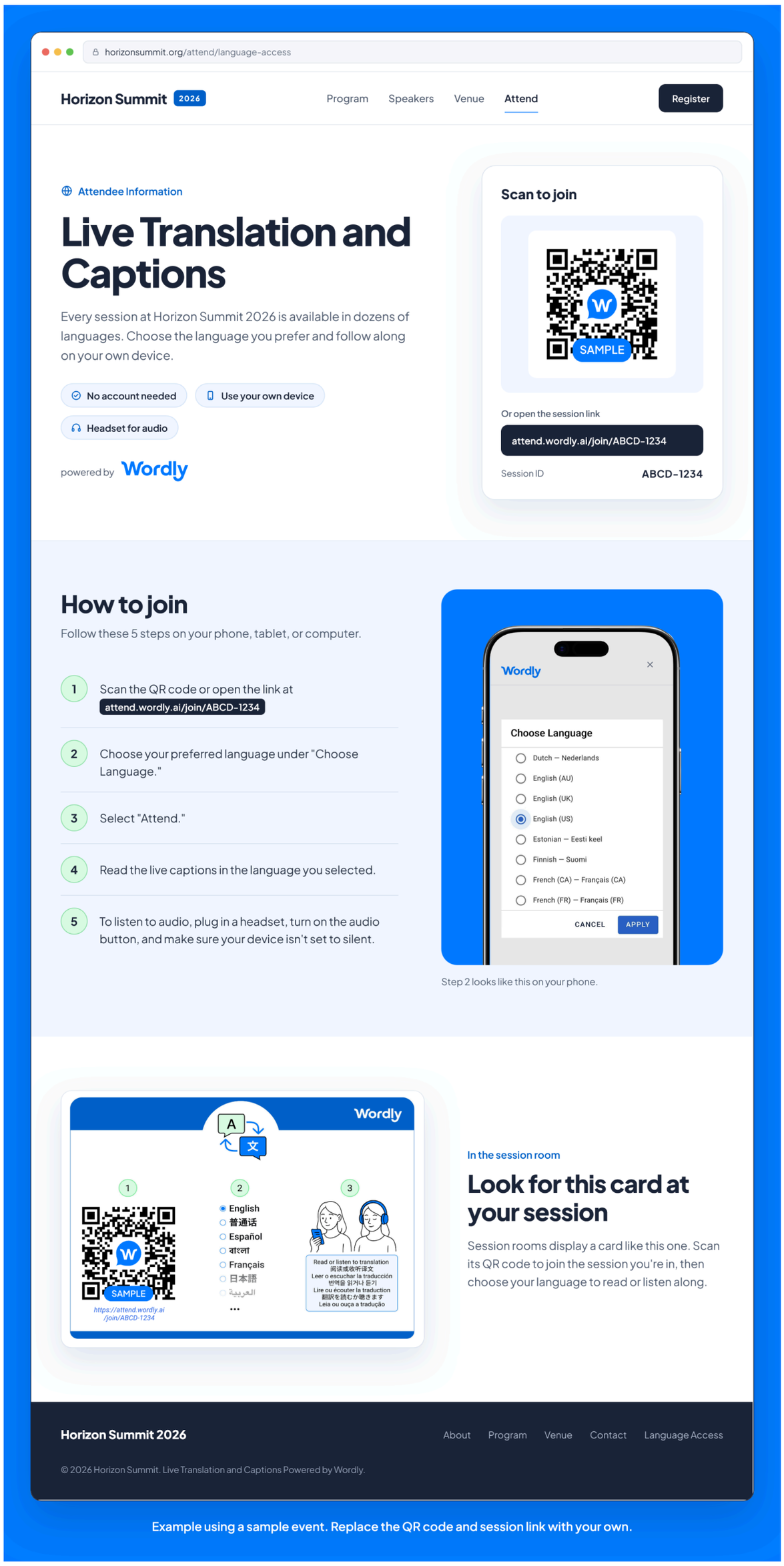
To go further, give live translation and captions their own page on your site. The sample page in your kit shows one way to do it, using an example event called Horizon Summit 2026. Use it as a model, and build your page in your own site's style.

A strong language access page includes:

- A clear headline and a short intro telling attendees that live translation and captions are available
- The QR code, link, and session ID near the top, so attendees can join right away
- The five steps from the website instructions template
- An image of the Choose Language screen, so attendees know what to expect
- The attendee instructions, so attendees recognize them on-site
- A "powered by Wordly" line

If you have several rooms, list each room's QR code and link under the room name.

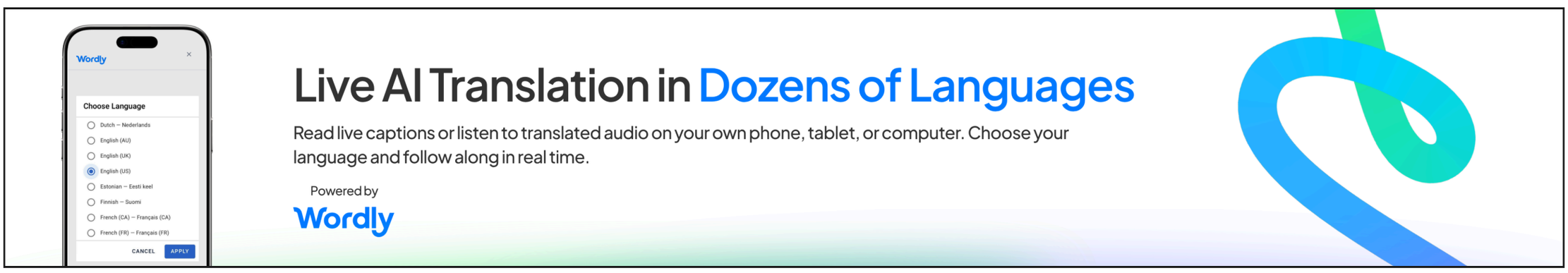
Once the page is live, link to it from your registration page, confirmation emails, and event app.

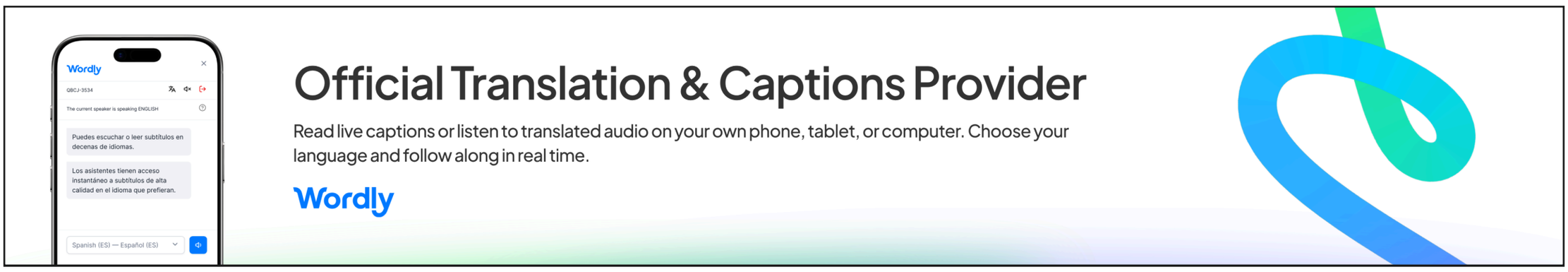


Example of a website page

Add Banners to Your Website

Place a banner on your event homepage or registration page to let visitors know translation and captions are available. Link it to your language access page.

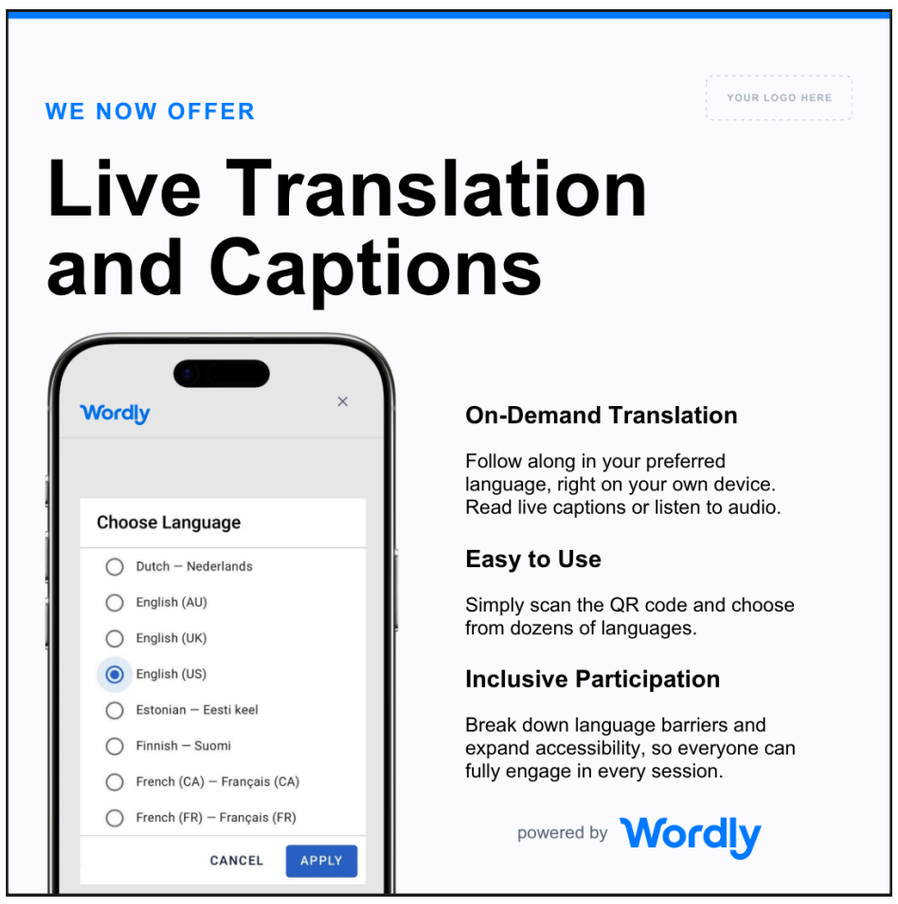




Website Banner Templates

Announce on Social Media

Share a post before your event so your audience knows they can follow along in their language. Add your logo, and link to your language access page or registration page. Click here to view the templates.





Social Media Templates

During the Event

At your event, make it easy for attendees to find and use translation and captions. The QR code and link for each session are the key to access, so display them where people will look and remind attendees they're available.

Show the QR code on screen at the start of each session, and place signs with simple instructions at entrances, at registration, and around the venue so attendees can join at any time. The event sign template on the next page makes this easy. Ask your presenters or emcee to mention it as well. A quick reminder at the start of a session goes a long way.

You can adapt this announcement:

“We're offering live translation and captions in dozens of languages today. Scan the QR code with your phone, choose your language, and read along with the captions or listen to the audio with a headset. It's available throughout the session.”

For virtual sessions, share the QR code or link in the meeting chat, in the calendar invite, or on a slide.



Example of an attendee scanning a QR code

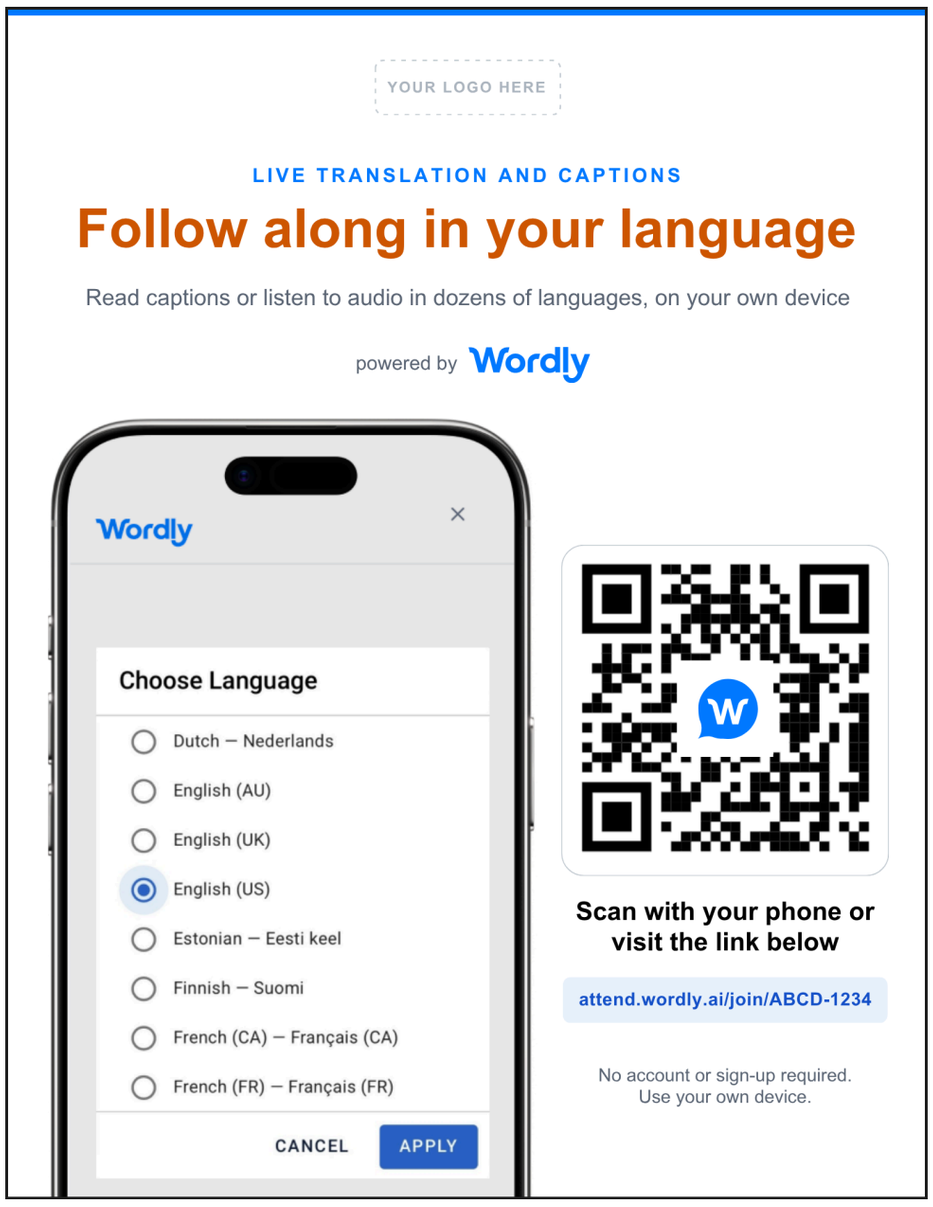
Put Up Event Signs

Signs help attendees find translation and captions the moment they walk in. The event sign template in your kit is ready to customize and print.

To prepare your signs:

1. Add your logo in the space at the top.
2. Replace the sample QR code and link with the ones for the room where the sign will go.
3. Print a sign for each room, and double-check that each QR code matches its room.
4. Scan each printed QR code to test it before your event.

Place signs at room entrances, at registration, near stages and screens, and on tables where attendees can scan without leaving their seats. Make sure the QR code is large enough to scan from a comfortable distance, and avoid spots with glare or low light.



Event Sign Template

After the Event

Your event doesn't have to end when the session does. Wordly generates transcripts, summaries, subtitles, and dubbed audio you can use to keep sharing your content and reach even more people.

Use the session summary as a starting point for a recap on your website or blog, and share highlights on social media, letting your audience know the content was available in dozens of languages. Add captions and subtitles to your recordings so on-demand viewers can follow along in the language they prefer, and use dubbed audio to reach even more of your audience.

Sharing that you offer live translation and captions is a simple way to show your commitment to accessibility and inclusivity, and to encourage others to do the same.

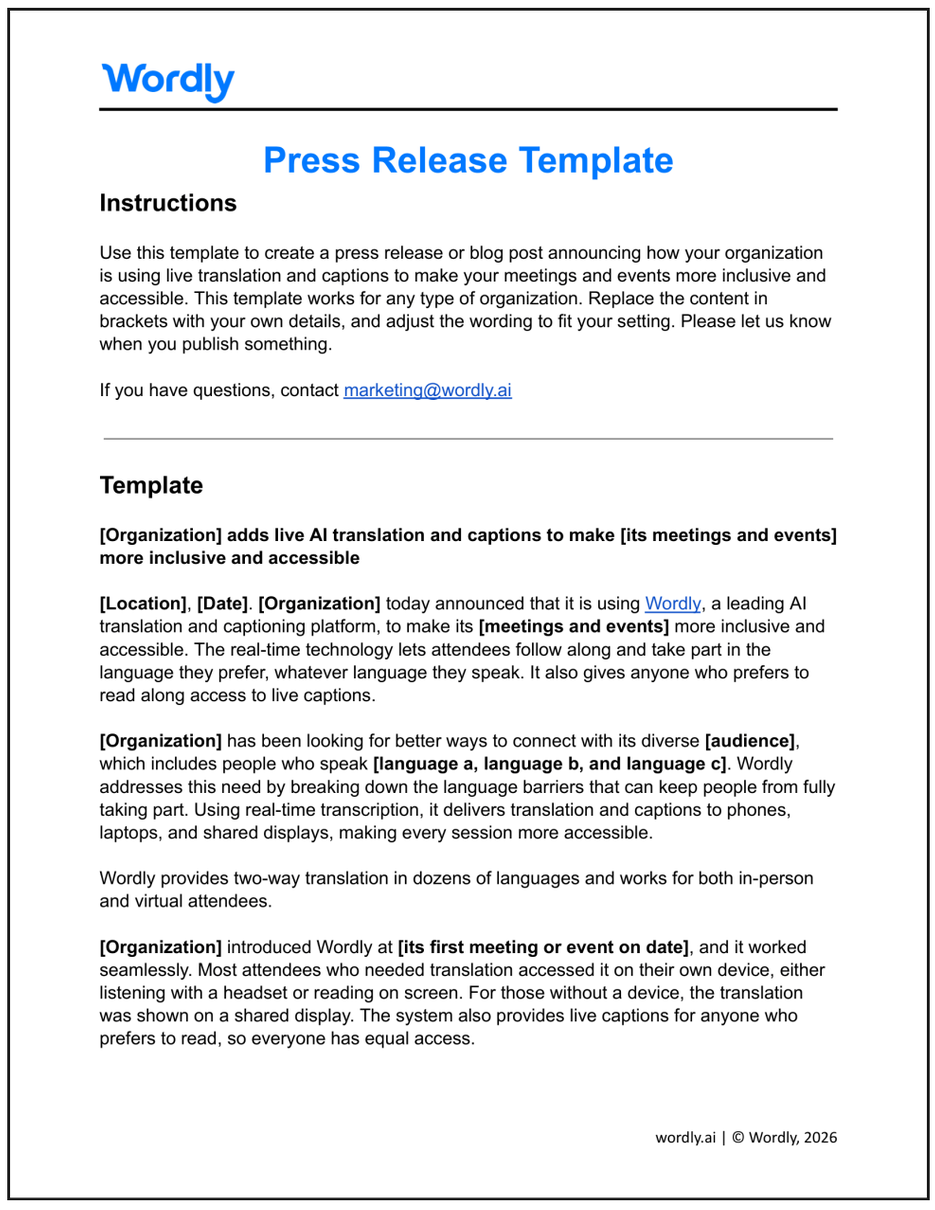
Announce It With a Press Release

After your event with Wordly, tell people about it. The press release template gives you a ready-made announcement for a press release or blog post, and it works for any type of organization.

To use it, replace the content in brackets with your own details, such as your organization's name, your audience, the languages your attendees speak, and the event where you introduced Wordly. Add a quote from someone at your organization, then adjust the wording to fit your setting.

Please let us know when you publish something.

Send a link, or any questions, to:
marketing@wordly.ai



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Press Release Template

Instructions

Use this template to create a press release or blog post announcing how your organization is using live translation and captions to make your meetings and events more inclusive and accessible. This template works for any type of organization. Replace the content in brackets with your own details, and adjust the wording to fit your setting. Please let us know when you publish something.

If you have questions, contact marketing@wordly.ai

Template

[Organization] adds live AI translation and captions to make [its meetings and events] more inclusive and accessible

[Location], **[Date]**. **[Organization]** today announced that it is using Wordly, a leading AI translation and captioning platform, to make its **[meetings and events]** more inclusive and accessible. The real-time technology lets attendees follow along and take part in the language they prefer, whatever language they speak. It also gives anyone who prefers to read along access to live captions.

[Organization] has been looking for better ways to connect with its diverse **[audience]**, which includes people who speak **[language a, language b, and language c]**. Wordly addresses this need by breaking down the language barriers that can keep people from fully taking part. Using real-time transcription, it delivers translation and captions to phones, laptops, and shared displays, making every session more accessible.

Wordly provides two-way translation in dozens of languages and works for both in-person and virtual attendees.

[Organization] introduced Wordly at **[its first meeting or event on date]**, and it worked seamlessly. Most attendees who needed translation accessed it on their own device, either listening with a headset or reading on screen. For those without a device, the translation was shown on a shared display. The system also provides live captions for anyone who prefers to read, so everyone has equal access.

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Press Release Template

About Wordly

Wordly is more than a live tool. It supports you across the full event lifecycle, so a single platform covers everything from preparation to follow-up.

Before the event: Wordly gets you ready with personalized onboarding, customized glossaries that capture your names and terminology, and workflow optimization that fits how your team already works.
During the event: Wordly delivers live translation and captions in dozens of languages, backed by 24/7 and on-site support so every session runs smoothly.
After the event: Wordly turns your sessions into content you can share, with transcripts and summaries, subtitles and AI dubbing for your recordings, and content management to organize and reuse it all.

If you have questions, contact your Wordly representative or email: contact@wordly.ai