

Event Technology Conference Case Study

How Wordly Inspired a Large European Event
Tech Conference with Live AI Translation



Wordly AI Translation Usage at the Event

A premier annual conference for meeting, event, and hospitality professionals in Europe transformed the attendee experience with Wordly's live AI translation platform.

Over three days, more than 1,300 participants engaged in 26 educational sessions and workshops, enhanced by real-time translation across dozens of languages, all accessible directly on their mobile devices.

By seamlessly integrating Wordly's cutting-edge technology, the event eliminated language barriers and elevated accessibility, ensuring everyone could participate fully, regardless of their native language. This helped enable the event to appeal to a wider audience and also increased engagement in the sessions.

The event also leveraged Wordly's custom glossary feature by adding presenter names, company products, and industry acronyms to optimize accuracy. The glossary setup was completed swiftly, ensuring smooth on-stage translations for a professional experience.

Event Setup and Wordly Integration

Wordly worked seamlessly with the event's AV partner to deliver flawless pre-event setup and live execution. The AV team handled key equipment such as display monitors, audio cables, tablets, and the sound mixer, while Wordly provided audio conversion cables.

The Wordly event setup included the following items:

- Setting up 26 sessions in the Wordly Portal
- Connecting in-person presentation kits to the event AV system and Wordly system
- Conducting microphone and transcription tests for the stages
- Providing live monitoring for the sessions

The technical setup involved connecting iRig audio converters to the mixer via speaker cables. These iRigs were linked to tablets, which connected to the Wordly system through Wi-Fi, streaming audio to the Wordly cloud for real-time speech-to-text and text-to-speech processing.

Pre-event preparations were very efficient, with the teams completing a full setup and test runs in under 15 minutes the day before the event. During the conference, the AV team performed quick 5-minute checks at the start of each day to ensure everything operated smoothly.

Attendee Accessibility Options

Attendees could easily access live transcripts and audio translation on their phones or laptops, with Wordly ensuring a seamless process for both devices. Attendees also had the option of reading English transcripts on monitors in each room.

For phones: Attendees scanned a QR code provided by the presenter, selected their preferred language, and instantly joined the session and could read real-time text transcription in the language they selected. They could also listen to audio translation by plugging in their headphones and unmuting the Wordly app.

For laptops: Participants visited a URL provided by the event organizer, and followed the same process as if they were on a mobile phone.

Room monitors: The conference organizers enhanced accessibility further by displaying real-time text captions on the room monitors. This enabled attendees to read English captions if they preferred versus accessing via their phone, tablet, or laptop. Wordly offers this capability for no extra charge.

Final Thoughts

Wordly's integration at the European event technology conference demonstrated the game-changing potential of live translation to enhance attendee engagement and overall experience. With real-time translations, Wordly eliminated language barriers for non-English-speaking participants.

Thanks to close collaboration with the AV team, the technology was seamlessly implemented across 26 sessions, effectively serving a diverse audience. Participants enjoyed live translations in dozens of languages, with the flexibility to either read text on their devices or listen to audio translations, creating a personalized and inclusive experience.

The client selected Wordly for its proven effectiveness in live conference translation and captioning. Live events often present challenging acoustic conditions, with background noises like applause, music, and reverb impacting clarity.

Wordly's AI-driven platform was specifically engineered to excel in these dynamic environments, ensuring accurate and seamless interpretation tailored for live events.

Wordly offers multiple ways to access translation in dozens of languages – on a phone, tablet, or computer. Read transcripts or listen to audio in your preferred language in real-time.



Live Translation + Limitless Integrations

Wordly generates live, translated text and audio for events, webinars, or broadcasts, empowering attendees to engage seamlessly. Integrates with all major meeting platforms. RTMP, iFrame, and APIs available for custom setups.

Multilingual Subtitles

Wordly is known for its best-in-class accuracy and translates English, Spanish, French, Portuguese, Japanese, and dozens of other languages to expand accessibility across diverse audiences. Export subtitles, captions, transcripts, and summaries in all relevant formats.

Customizable Display Options

Admins can control font size, text color, and background color for in-room displays, monitors, and third-party caption overlays. Users can control text and background color on their phone, tablet, or computer.

Post-Meeting Support

In addition to real-time features, Wordly helps teams stay compliant with asynchronous support. We offer post-event transcripts, subtitles / caption* files, and summaries – all can be translated and mass exported in seconds.

Wordly's unified solution makes every touchpoint more accessible, engaging, and inclusive across every major language and meeting format. Listen to translated audio; read translated subtitles; read same language captions; access text transcripts and summaries. Wordly does it all for one affordable price.

Whether you're streaming a city council meeting, supporting school events, or having 1-1 customer discussions, Wordly ensures your is accessible to everyone.

In addition to powerful features, high scalability, and ease of use, Wordly has built strong security and privacy protection into our products and processes - including SOC 2 Type II and ISO 27001 compliance - and continuously test and optimize our infrastructure.

Wordly launched in 2019 and is the most trusted **AI translation** and **captioning** tool on the planet

Millions of
Users

60+
Countries

Ready to see Wordly in action?

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