Translation & Interpretation Use At Meetings and Events



AI-Powered Translation



Increasing Frequency of Multilingual Meetings and Events

72% Expect an increase in the number of multilingual events where attendees do not speak English as their first language



60% Report more than 5 non-English languages typically spoken by attendees at their meetings & events



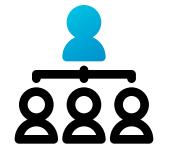
Translation and Interpretation Usage Infographic

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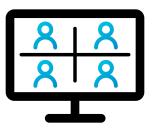
Interpretation Use at Meetings and Events is Growing



76% Report event translation use is increasing



79% Have used interpretation at in-person events



61% Have used interpretation at virtual events

Only 33% Regularly Offer Translation

Top 4 Barriers to Broader Interpretation Adoption

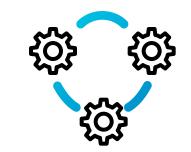




Translator Scheduling 40% Apathy To Language Support 40%



Too Many Languages 37%



Equipment Complexity 39%



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Technology Can Transform Meeting and Event Collaboration









Easy for Attendees to Use 63% All Languages Supported 56%

Audio + Caption Output 48%

Top 3 Attendee Benefits



Inclusivity 65%



Understanding 57%



Engagement 52%

Top 3 Business Benefits







Attendee Satisfaction 49%

Event Attendance 49%

Attendee Comprehension 40%

Data is from a survey conducted by Dimensional Research for Wordly in 2022 with 203 sales and marketing Professionals from the US and UK at companies with > 500 employees. Wordly provides AI translation and captioning solutions. To access the full report, visit <u>www.wordly.ai/resources</u>



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