

ANNUAL CONFERENCE AND CONTINUING EDUCATION DAY

# Human Relations in the Age of Artificial Intelligence



Ordre des traducteurs, terminologues  
et interprètes agréés du Québec

**FRIDAY, NOVEMBER 23 AND  
SATURDAY, NOVEMBER 24, 2018**

PALAIS DES CONGRÈS DE MONTRÉAL  
201 VIGER AVENUE WEST, MONTRÉAL

**Register online at [www.ottiaq.org](http://www.ottiaq.org)**



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## Acknowledgements

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# Human Relations in the Age of Artificial Intelligence

In this age of artificial intelligence and digital everything, industries and professions are undergoing a sea change. The language professions are no exception. How are language professionals reacting to these changes? Do they feel powerless and threatened or do they see them in a positive light?

For this year's conference, we will begin reflecting from a professional and personal perspective on the fundamental issues raised by this new reality. This reflection process will be complemented by hands-on sessions to help us—whether we work freelance or hold salaried positions—to adopt best practices in our work environment and be equipped to grasp the issues, know where we stand and face the future with confidence.

Artificial intelligence and its impacts on our professions conjure up a plethora of questions. For example, how can the language industry get concretely involved in the new AI hubs in Canada? How can language professionals leverage soft skills to add value beyond technology? How can we build customer loyalty

in a world where human language professionals must compete against apps and algorithms? And what is the importance of networking as a tool enabling language professionals to improve their professional and personal relations with other stakeholders?

These are but a few of the questions that we shall try to answer together so as to better position ourselves in this all-digital age. Have a great conference!

**Donald Barabé**, Certified Translator  
PRESIDENT OF THE BOARD OF DIRECTORS

**Sébastien St-François**, Certified Translator  
CONFERENCE PROGRAM COMMITTEE COORDINATOR



# Schedule

## Friday, November 23, 2018

**8:30–9:00 a.m. Registration**

**9:00–9:15 a.m. Welcome remarks,  
President of the Board of Directors  
Donald Barabé, Certified Translator**

**9:15–10:00 a.m. Keynote address: *Everything  
Becomes Possible When Good Ideas Take Flight!***

**10:00–10:30 a.m. Refreshment break and visit  
to the exhibitors' booths**

**10:30–11:30 a.m.**

**Breakout session 1: *The "Augmented Translator":  
Yes Please!***

**Breakout session 2: *AI-based Dictation... for More  
Human Translations?***

**Breakout session 3: *Human vs. Machine: How to  
Inspire Confidence***

**11:45–13:45 p.m.**

**Lunch and visit to the exhibitors' booths**

**1:45–2:45 p.m.**

**Breakout session 4: *Ethical Development of AI:  
A Practical Approach***

**Breakout session 5: *The New Language Paradigm***

**Breakout session 6: *Who's Afraid of the Big  
Bad DeepL? Understanding Its Strengths and  
Weaknesses***

**2:45–3:15 p.m. Refreshment break and visit to  
the exhibitors' booths**

**3:15–4:00 p.m.**

**Breakout session 7: *Build Customer Loyalty by  
Providing an Exceptional Service Experience***

**Breakout session 8: *AI, MT and Megadata:  
How Data Drives Everything We Do, Including in  
Translation***

**Breakout session 9: *What If the Machine Were  
Just Another Colleague?***

**4:00–4:15 p.m. En route to the plenary**

**4:15–5:15 p.m.**

**Plenary: *A Smarter Way to Network***

**Draw results**

**Closing remarks and acknowledgements,  
Conference Program Committee Coordinator  
Sébastien St-François, Certified Translator**

**From 5:15 p.m. Cocktail reception**

## Saturday, November 24, 2018

**8:30 a.m. Arrival and welcoming remarks**

**9:00–10:00 a.m. Workshop 1: *Translator and  
Author: When Two Heads Are Better Than One***

**10:30 a.m.–12:00 p.m. Workshop 2: *An Ethical  
Framework for Language Professions***

**12:00–1:00 p.m. Lunch**

**1:00–2:30 p.m. Workshop 3: *Let Yourself Write!***



### Translation show-off table

**NEW THIS YEAR:** Bring in some samples of your best work and we'll put them on display. Come on, you know you want to!

If you're looking to spot talent, or just to see how other translators deal with tough challenges, have a look through the translations laid out on our show-off table. You're sure to discover some nifty turns of phrase and clever renderings. Join in the game and have fun checking out these top translations.

### Get to know your peers

To participate in this draw, all you need to do is meet new people! Throughout the day, jot down the names of new contacts who fall under the different categories. Then drop your completed form into the contest box at the OTTIAQ booth on your way to the plenary for a chance to win.

### Let's network!

Take advantage of the opportunity to "speed network." Pick up a "Help me" or "Hire me" sticker at the registration table before you visit the exhibits. It will make it easier for interested members to approach you.

### Follow along as it happens

Spread the word about the OTTIAQ conference and continuing education day in social media! Use the Twitter hashtag **#CongresOTTIAQ** to share your comments and impressions. You can do the same on Facebook.

### Make room for the next generation

Breaking bread is a good way to break the ice! To encourage conversation between students and conference delegates at lunchtime, a number of tables will have specially designated student seating.

### "Check out the exhibitors" contest

This contest lets you meet our exhibitors and gives you a chance to win great prizes. Collect three different stamps on the ballot in your participant's bag, then put it in the box at the OTTIAQ booth.

### "Best-designed business card" contest

Business cards are an essential work tool to proudly state that you're certified and to network more effectively. This conference is a golden opportunity to use yours—and to win the prize for the best-designed card. Don't forget to drop your business card in the box at the OTTIAQ booth.

### A helping hand for tomorrow's translators

Generous conference partners are offering students a chance to win reimbursement of their conference fees. The draw results will be announced at the end of the plenary session. The winning students must be in attendance to claim their prizes.



## Registration Rates \*

### Up to November 3, 2018, inclusively

	CONFERENCE	CONTINUING EDUCATION DAY	BOTH DAYS
Members and certification candidates	\$305	\$345	\$480
Sponsoring members	\$255	\$345	\$430
Sponsored translators, terminologists or interpreters (limit of 1 per member)	\$355	\$345	\$530
Registered students and aspirants	\$140	\$155	\$215
Members 65 and over	\$245	\$280	\$385
Students	\$165	\$180	\$240
Members of a partner association	\$380	\$430	\$600
Non-members	\$485	\$545	\$760

### November 4–22, 2018, inclusively

	CONFERENCE	CONTINUING EDUCATION DAY	BOTH DAYS
Members and certification candidates	\$365	\$410	\$575
Sponsoring members	\$305	\$410	\$515
Sponsored translators, terminologists or interpreters (limit of 1 per member)	\$425	\$410	\$635
Registered students and aspirants	\$165	\$185	\$255
Members 65 and over	\$290	\$335	\$460
Students	\$195	\$215	\$285
Members of a partner association	\$455	\$515	\$720
Non-members	\$580	\$650	\$910

### November 23, 2018 (registration on site)

	CONFERENCE	CONTINUING EDUCATION DAY	BOTH DAYS
Members and certification candidates	\$400	\$450	\$630
Sponsoring members	\$335	\$450	\$565
Sponsored translators, terminologists or interpreters (limit of 1 per member)	\$465	\$450	\$695
Registered students and aspirants	\$180	\$205	\$280
Members 65 and over	\$320	\$365	\$505
Students	\$215	\$235	\$315
Members of a partner association	\$500	\$565	\$790
Non-members	\$635	\$715	\$1000

\* Taxes extra. Registration includes all breakout sessions, access to the exhibitors' booths, contest participations, the participant's bag, refreshment breaks, lunch and the cocktail reception.

### Lunch, cocktail reception or both

To attend lunch only (VALID FRIDAY ONLY), the cost is \$90. To attend only the cocktail reception, the cost is \$50. To attend both the lunch and cocktail reception on Friday, the cost is \$140. Please reserve by calling OTTIAQ at 514-845-4411 or 1-800-265-4815, ext. 1221.

### Cancellation

No refund will be granted in case of cancellation. However, you may transfer your registration if you find another person to replace you.

**Under OTTIAQ's voluntary professional development policy, members who register for and attend the conference and/or the continuing education day will receive credit for four (4) hours of training per participation.**



FRIDAY, NOVEMBER 23, 9:15–10:00 A.M.

## KEYNOTE ADDRESS

SPEAKER: **Hugo Dubé***Everything Becomes Possible  
When Good Ideas Take Flight!*

Photo: © Tzara Maud Images

A professional actor since 1988, **Hugo Dubé** has appeared in over a hundred leading roles, including farmer Bertrand Lavoie in *Providence* and mafioso Claudio Brodeur in *Série Noire*. Not only has he been nominated eight times as best male lead at the Prix Gémeaux, but he was awarded the prestigious Guy L'Écuyer prize for best actor at the Rendez-vous du cinéma québécois.

As an entertainment entrepreneur, he has been privileged to work alongside a diverse group of creative figures, fueling his thirst to deepen his knowledge and understanding of the world around him. This genuine curiosity naturally led him to the world of professional speakers. Dubé, author of *La créativité à quatre lettres : VOUS*, has been a professional speaker since 1998 and has given hundreds of talks in Quebec and across Canada.

*Overview*

We've moved beyond the era when our value was defined solely by our job. We must now learn to take risks and rediscover our creativity and innovative spirit. More and more, in a world of possibility, we will need people with emotional, contextual and intellectual smarts who are capable of adapting to the speed of the 21<sup>st</sup> century.

Welcome to the fourth industrial revolution! It's a time of constant change, in which billions of humans now have access to wide-ranging possibilities for information exchange and storage. In response, we must rediscover our ability to reflect, marvel and question, and we must elaborate inspiring and accessible strategies for action. If we are to survive the coming tsunami of complex and profound upheaval, each of us must take responsibility for contributing to our environment. The world of translation will not be spared the force of this wave.

We must be disruptive and we must disrupt ourselves. The challenge: to do so in an intelligent, constructive and generous manner. Let your good ideas take flight on the winds of trends that will affect your income tomorrow. Everything becomes possible when good ideas take flight!



FRIDAY, NOVEMBER 23, 10:30–11:30 A.M.

## BREAKOUT SESSION 1

SPEAKER: **Donald Barabé**, Certified Translator*The “Augmented Translator”: Yes Please!*

Photo: © Magalie Dagenais

After completing specialized studies in translation, **Donald Barabé** began his career with the Translation Bureau, where he worked as a translator and an editor before taking on managerial positions, including that of vice president, professional services. In this capacity, he was responsible for the translation services provided to all of the Canadian government’s departments and agencies.

Mr. Barabé taught at the University of Ottawa’s School of Translation and Interpretation for close to ten years. He has given many lectures on the translation profession and authored or co-authored a host of articles on the profession and its evolution. He presides OTTIAQ’s Board of Directors since June 2018 and is responsible for OTTIAQ’s committee on reserved professional acts.

## Overview

In 2017, Common Sense Advisory, a market research company specialized in the global translation market, proposed the terms “augmented translator” and “augmented translation.” They’ve caught on and present a positive spin in that they move us away from the “human-assisted machine translation” paradigm that had previously held sway. Following the model of “augmented reality,” augmented translation is expected to enrich the professional lives of translators by giving them greater access to relevant information.

The concept, unsurprisingly, is based on intensive reliance on various language technologies, such as translation memories, adaptive neural machine translation (yep, it’s here!), terminology management software, automated content enrichment and project management tools. But refreshingly, it places the translator at the heart of all these technologies and not at the bottom of the food chain where the translator had sat until recently in the eyes of multilingual content producers and managers.

Is augmented translation just a fad that will soon die out like so many others? Or is it a deep-rooted trend that any professional translator would do well to take into account? After giving an overview of the various technologies involved, Mr. Barabé will discuss criteria for evaluating the relevance of these technologies as part of a responsible—and enriching—professional practice.





FRIDAY, NOVEMBER 23, 10:30–11:30 A.M.

## BREAKOUT SESSION 2

SPEAKER: **Joachim Lépine**, Certified Translator*AI-based Dictation... for More Human Translations?\**

Photo: © 2016 Colimaac Studio

**Joachim Lépine** was born in Belgium and spent his formative years in the USA. His passion for communication and teaching led him to earn degrees from Concordia University, Université de Sherbrooke and Plymouth State University.

For the past nine years, Mr. Lépine has been a lecturer at Université de Sherbrooke and has translated for prestigious clients under the name Traductions LION. He is also head of the continuing education committee at OTTIAQ, coordinator of the Regroupement des langagiers de l'Estrie (RLE) and an active seminar leader for businesses and associations.

## Overview

For many translators today, the advent of fast, cheap and accurate AI-based dictation has revolutionized the translation process. Drafting the target text has become amazingly fluid and natural, with personalized audio feedback providing a new layer of quality control.

But the new generation of AI-driven dictation software also raises a number of questions. What cognitive changes do translators experience when making the switch from typing translator to dynamic dictator? Where do we draw the line between dictator and interpreter? Can and should we “relearn” our craft from interpreters who excel in the art of spoken translation? Given that AI dictation is most accurate when fed longer strings of text, should we think in larger chunks of meaning? And how does dictation tie in with other AI systems such as automated translation or adaptive MT? Last but not least, with all the translation assistance tools flooding the workplace, are we turning into cyborgs, or more generally living in the “technopoly” envisioned by Neil Postman?

As any professional dictator will tell you, dictating a translation is not the same as hunting and pecking on a keyboard, and the changes go far beyond ergonomics. AI-based dictation brings about a profound shift in the translator’s mindset and work. This talk will explore the many issues brought into play by a technology which, perhaps more than any other, foregrounds the complex relationship between AI technologies and our own human voice.

\*Mr. Lépine will give his talk in English.



**FRIDAY, NOVEMBER 23, 10:30–11:30 A.M.**

**BREAKOUT SESSION 3**

**SPEAKERS:** Bernadette Petitpas and Anne-Laure Marcadet

*Human vs. Machine:  
How to Inspire Confidence*



**Bernadette Petitpas, MBA, CPHR, ACC,** is a highly experienced manager, consultant and coach in management and governance. She helps companies and NPOs and their top management work towards defining an inclusive vision, developing an agile and inspiring organization and bringing about results that consider the needs of various stakeholders.

Backed by her studies in law, management, philanthropy and coaching, **Anne-Laure Marcadet, ACC,** has over 15 years' experience as a manager and certified professional coach. She works with the top management of foundations and companies to define their strategic directions and develop inspirational leadership.

## Overview

As a language professional, you are an expert. But how can you demonstrate the skills that make you stand out at a time when software and computer tools are intelligent and often free? And when some of your clients think that all it takes to be a translator is to speak a second language, how can you earn their confidence, build awareness of your profession and showcase the added value of your contribution?

This workshop considers the factors that influence self-esteem and the esteem others hold you in and looks at ways to build responses. It follows an interactive formula to give you a chance to learn about new, human-scale tools and to practise using them in a friendly setting.

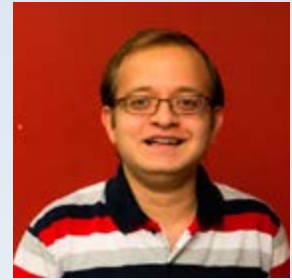


**FRIDAY, NOVEMBER 23, 1:45–2:45 P.M.**

**BREAKOUT SESSION 4**

SPEAKER: **Abhishek Gupta**

*Ethical Development of AI: A Practical Approach\**



**Abhishek Gupta** is a Montreal-based AI ethics researcher at McGill University and District 3. His research focuses on practical ways to address ethical concerns in using AI in different domains (e.g., the labour impacts of AI in the financial services industry). He works on both a technical and policy level, often interleaving the two to provide a holistic approach to mitigating adverse outcomes.

He is the founder of the AI ethics community in Montreal, where 700+ members from diverse backgrounds meet to discuss AI and offer public consultations. His research has been published by the UN and Oxford University among others, and he travels frequently across North America and Europe to help governments, industry and academia understand AI and how they can incorporate ethical development processes within their work.

## Overview

Mr. Gupta will focus on the concrete ethical concerns in the development and deployment of AI-enabled solutions in different industries. He will give a quick introduction to the issues of bias, transparency, reproducibility, audit, accountability, responsibility, ethics, fairness, privacy and safety in AI followed by practical examples for illustrative purposes.

He will then walk through some examples where bias, lack of inclusion in data, etc. led to problems to illustrate the importance of ensuring ethics, safety and inclusivity in the entire development process for all stakeholders. This will draw on responsible data practices, social inclusion frameworks, labor adaptation frameworks, tips for retraining and curriculum adjustments as well as his own research work.

Mr. Gupta will end his presentation with a comparative approach to illustrate how concrete approaches can make a significant impact in ameliorating the adverse outcomes caused by ill-informed practices in the development and deployment of AI.

\*Mr. Gupta will give his talk in English.



**FRIDAY, NOVEMBER 23, 1:45–2:45 P.M.**

**BREAKOUT SESSION 5**

**SPEAKER:** François Chartrand, Certified Translator

*The New Language Paradigm*



**François Chartrand** holds a master's degree in translation and is active in several professional and sector-based associations. He is currently president and general manager of the language services providers Versacom and Idem. He started out as a translator and reviser in securities, financial services and public relations before turning to a career in management. He also contributed to the growth of various language service departments and companies. In addition to his agency work, Mr. Chartrand teaches translation, revision and project management. He is passionate about communications, employee and client relations and the translation profession.

## Overview

We have the good fortune to work in a city that has emerged as a hotbed of innovation in artificial intelligence. At the same time, the city is recognized as a powerhouse of the language industry.

There's nothing new in the push to automate translation; it goes back to the very start of computer science. From early machine translation to statistical and rule-based translation technology to concordancers, translation memories and other tools: all these developments have had an impact on our way of practising the profession. They've made us more productive, which has led to heightened expectations, but they certainly haven't reduced demand for translated, localized and adapted content. In fact, demand has never been stronger. Artificial intelligence—a term we need to better define—may be a vector of transformation, but it doesn't signal the beginning of the end for language professionals.

In this workshop, Mr. Chartrand will showcase how language professionals, whether freelance translators, language service employees in the public or private sector, or translation agency employees, can continue to play a central role in the communications process. He will also raise awareness of the imperfect and often unpredictable nature of not only language, but also the message and how we interpret it. Even in the era of artificial intelligence and new predictive technologies, communications will always, to some extent, require the human touch.



**FRIDAY, NOVEMBER 23, 1:45–2:45 P.M.**

**BREAKOUT SESSION 6**

LECTURER: **Sylvie Vandaele**, Certified Translator and Certified Terminologist

*Who's Afraid of the Big Bad DeepL?  
Understanding Its Strengths and Weaknesses*



**Sylvie Vandaele** obtained a Doctor of Pharmacy state diploma in 1982 and a Ph.D. in Life Sciences in 1987. In the mid-1990s, after having carried out biomedical research for seven years, she decided to focus her career on biomedical translation. She worked for major pharmaceutical companies like Merck Frosst and Glaxo and, since 1999, has taught biomedical translation at Université de Montréal. Committed to fostering dialogue between the academic world and the translation profession, she pursues research and teaching with equal enthusiasm. She was editor of the journal *Meta* from 2008 to 2014 and has published numerous articles on various aspects of life sciences discourse and terminology.

## Overview

In preparation for the workshop, Ms. Vandaele asked DeepL to translate excerpts of texts used in her courses on biomedical translation over the past ten years. She then evaluated the translations using her usual correction code in order to determine the software's strengths and weaknesses and to compare its performance to that of her students.

Ms. Vandaele will present samples of machine and human translations to the workshop participants, who will vote on them according to various parameters (locating errors, choosing versions, etc.) via an online feature of Université de Montréal's teaching platform Studium. They will use their smartphones or tablets and the results will be displayed on screen in real time. The goal is to determine to what extent the formulations are acceptable so as to stimulate pedagogical and professional reflection on the subject of machine translation.



**FRIDAY, NOVEMBER 23, 3:15–4:00 P.M.**

**BREAKOUT SESSION 7**

LECTURER: **Louis Fabien**

*Build Customer Loyalty by Providing an Exceptional Service Experience*



**Louis Fabien** has been an associate professor at HEC Montréal since 1989 and associate of the Chair in Service Marketing and Customer Experience of HEC Montréal. He is also the author of *Marketing de services: amélioration continue de l'expérience client*, published by Éditions JFD, and has taught the "Marketing and Customer Experience" course at the undergraduate and graduate levels since 2009.

Mr. Fabien holds a D.Sc. in applied economics from Université catholique de Louvain and an M.Sc. in marketing from Université de Sherbrooke. His fields of expertise are marketing management in the service sector, service quality management, customer service management, frontline employee management and marketing management in public organizations.

## Overview

Customer experience management cuts through all interactions, in person and remotely, from first contact to delivery of final texts. In this workshop, Mr. Fabien will describe various tactics to use before, during and after the provision of services in order to successfully carry out all the steps.

In the digital environment, the customer expects a friendly initial contact, a clear and precise service offer, speedy and efficient interactions during the time services are provided, and a prompt reaction by the service provider if errors are made.

Mr. Fabien will examine ways to leverage continuous improvement of the customer experience and will distinguish between functional and technical performance. He will also explain how to design an experigram, a kind of road map for service provision; how to optimize access, both physical and temporal, to the services offered; how to improve service pricing; and how to write a winning service offer.



**FRIDAY, NOVEMBER 23, 3:15–4:00 P.M.**

**BREAKOUT SESSION 8**

LECTURERS: **Antoine Raimbert**, Certified Translator,  
and **Simon Hébert**

*AI, MT and Megadata: How Data Drives  
Everything We Do, Including in Translation*



After beginning his career as a legal officer in France, **Antoine Raimbert** crossed the Atlantic and discovered his vocation as a translator. Today, he is an associate at the translation agency Cartier et Lelarge Inc., where he began his career more than 15 years ago and where he now assumes several roles. He holds a master's degree and a graduate diploma in public law as well as Translation 1 and 2 certificates from Université de Montréal. He has also completed CSI's Canadian Securities Course.

**Simon Hébert** has been an associate at Cartier et Lelarge for close to ten years. He manages a team of more than 20 translator-revisers and is responsible for the day-to-day management of agency activities. After a detour through geography and some travelling, Mr. Hébert, who holds a bachelor's degree in geography, turned his focus to project coordination. He got his start at Bell Canada, where he gained valuable experience before joining Cartier et Lelarge. Over the years, he has succeeded in making his mark on the agency and giving it the best of his management skills.

## Overview

In order to remain competitive, a translation agency or an independent translator must constantly adapt to new market realities. As the latest wave of change washes over translation service providers, the challenge to small-size players seems particularly acute. What's the best way to meet reality head-on? How can challenges that go far beyond the core business be overcome?

Mr. Raimbert and Mr. Hébert will present their practical experience as senior staff at a translation agency and will offer possible responses to the pressing questions language professionals are asking themselves: does artificial intelligence make our lives simpler? What is the gap between promises made in the media and the realities of this booming market? If we're all equal before a wave, what about before a corpus? Now that your clients are themselves threatened by AI, are they any more sympathetic to your situation?

Beyond these issues, the speakers will seek to redefine the place of translators, managers and translation agencies in an environment in which the only common denominator, from now on, is "data."



**FRIDAY, NOVEMBER 23, 3:15–4:00 P.M.**

**BREAKOUT SESSION 9**

LECTURER: **Anne-Marie Taravella**, Certified Translator

*What if the Machine Were Just Another Colleague?*



**Anne-Marie Taravella** is a graduate of Université de Paris-IX Dauphine in economics and holds a BA in translation and an MA in translation studies from Concordia University. She has completed her doctoral coursework in administration at Université de Sherbrooke and is now pursuing a Doctorate in Business Administration. Her research interests include human resource management and integrating technology in organizational processes. Currently, she offers training to companies that provide or consume translation services globally, with the hope of building between professional translation and management.

## Overview

One outcome of the long history of information technology dating back to World War II is the ubiquity of computer-based tools in our workplace today. Translators, like other professionals, have learned to use many specialized tools over the past 15 years, some of which are now based on artificial intelligence. The focus of this presentation is NOT the tools themselves, but the relationships we have with them.

The time to debate whether or not these tools can be useful for our tasks has passed; it is too late to refuse what machines can bring to the table. Yet there's no question of letting them take our place, either. How can we rethink the balance between people and machines in the translation process? In this workshop, Ms. Taravella will refer to everything from science fiction to theoretical knowledge from the field of management and will suggest practical forms of collaboration that can actually be put into practice.

As translators, we will ask ourselves what human-machine relations might become if we consider IT tools as—well, perhaps not just another person, but something like a colleague with whom we can work efficiently. As managers, we will ask ourselves what mechanisms and procedures should be put into place to maintain the quality of these relationships. In short, we will lay the foundation for the sound management of ways people and machines work together.





## Plenary

FRIDAY, NOVEMBER 23, 4:15–5:15 P.M.

LECTURERS: **Marie-Carole Daigle**, Certified Translator,  
and **Anne-Marie Mesa**, Certified Translator

### *A Smarter Way to Network*

Even though **Marie-Carole Daigle** has worked in private practice for more than a quarter century, she is miles away from your stereotypical self-employed worker hiding behind a pile of dictionaries while sipping herbal tea. A firm believer in the power of networks, she's always been someone who brings people together. Over the years, she has looked for ways to expand her rolodex that go beyond the usual party-sandwich schmoozers. In 2017, she was named Member of the Year of Club Privilège at the Fédération des clubs d'affaires du Québec.

**Anne-Marie Mesa** began her career in 1983 with her head stuck up a chimney in order to properly understand the instruction manual for a chimney brush. That's how she learned that the quality of a translation depends on many things. After a 20-year career in communications in the health and higher education sectors, she returned to translation as a freelancer, where she's picked up contracts that are just as stimulating, but not quite as dirty.



## Overview

You could say that people fall into two categories: those who love networking and those who shudder at the mere sound of the word. Ms. Daigle and Ms. Mesa, who assuredly count among the former, are sure of one thing: you gotta do it! But they have observed, with astonishment, that many people simply don't know how to go about it.

What is the real purpose of networking? How can you make the most of it? Ms. Daigle and Ms. Mesa will give workshop participants various destinations—you'll be able to choose which one best suits your personality and preferences. Recognizing that networking sometimes scares people off, they'll share some tips and tricks that make it easier to work a room. You will learn, among other things, how to break the ice, how to hand out and receive business cards and even which hand to hold your wine glass in.

After listening to all the practical advice from Ms. Daigle and Ms. Mesa, you'll have the chance to put your newfound skills to work... during the cocktail reception!



## CONTINUING EDUCATION DAY

SATURDAY, NOVEMBER 24, 9:00–10:00 A.M.

INSTRUCTOR: **Sonia Corbeil***Translator and Author: When Two Heads  
Are Better Than One*

**Sonia Corbeil** obtained a master's degree in translation studies from Concordia University in 2018, with a thesis entitled "Traduire la théorie de la traduction: un reflet des propos véhiculés par l'auteur." She earned a bachelor's degree in translation, also from Concordia, in 2013. She has been a freelance translator since 2012 and taught translation and French as a second language at Concordia between 2014 and 2017. She served on OTTIAQ's Conference Program Committee from 2013 to 2017. Ms. Corbeil's research interests include languages and human development.

*Overview*

This workshop will have two parts, combining theory and practice. The first consists of a brief presentation of Ms. Corbeil's master's thesis, which involved translating Anthony Pym's *Exploring Translation Theories* (2010). She will stress the importance of communicating with the author of a translated book, to the benefit of both parties: on the one hand, the translator can better understand the text and the author's intentions, which leads to a much better translation, and on the other, the author can take advantage of the translator's reading to correct errors and improve the way ideas are organized in the text. In the second part, participants have the opportunity to try out the experience by writing a short text that will then be translated by another participant. The workshop aims to open translators' minds and breathe new life into their working methods.



## CONTINUING EDUCATION DAY

SATURDAY, NOVEMBER 24, 10:30 A.M.–12:00 P.M.

INSTRUCTOR: **André Senécal**, trad. a., réd. a.*An Ethical Framework for Language Professions*

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**André Senécal** spent 33 years at the Translation Bureau as a technical translator, revisor and translation service manager, as well as an expert translator in aviation mechanical engineering. He published *Traduire pour l'aviation civile et militaire* at Linguattech éditeur in 2012, and *Le bruissement des matins clairs. Propos d'un traducteur* at Éditions Les Belles Lettres, Paris, in 2016. He holds a BA with specialization in translation from the University of Ottawa, which he earned in 1976, and a master's in language studies from Université du Québec en Outaouais, obtained in 2018.

*Overview*

Members of professional translators' associations are required to abide scrupulously by their codes of ethics. Where necessary, they can consult policies and professional practice rules and implement them in their work environments. Such documents help establish guidelines from a regulatory and practical standpoint. However, they don't cover all situations.

Mr. Senécal proposes a behavioural ethics approach organized along five lines that opens alternative pathways to resolving the issues and challenges of professional practice. How are ethics different from deontology? What is the best response to conflictual demands from a client or senior colleague in terms of ethics? What qualities allow translators to make the right decision depending on the situation? How can translators take their place as fully fledged professionals within the workplace hierarchy or with respect to the work provider? All these questions and more are critical to the discreet but essential field of professional ethics.



## CONTINUING EDUCATION DAY

SATURDAY, NOVEMBER 24, 1:00–2:30 P.M.

INSTRUCTOR: **Danièle Allard***Let Yourself Write!*

A certified workshop facilitator in creative journaling, **Danièle Allard**, PhD, has worked in languages for more than 20 years. She has taught English and French as first and second languages at the university level, as well as teacher education courses. She also designs online learning programs and works with various organizations in Canada and Asia on these projects. She has received excellence awards in teaching from Dalhousie University and Bishop's University.

*Overview*

Step away from those well-trodden professional paths for a moment. How would you like to let yourself be carried away on a few flights of lyricism?

Based on a spontaneous, intuitive approach, these short, playful exercises will let you wake up the writer inside you while stimulating your imagination and quieting your inner critic. Take a short moment to think differently and consider your writing under a new light.

**Material required: pencil, pen and paper.**