

The Enterprise Europe Network (EEN) invites to an online seminar about

Multilingual websites

When: 15.07.2020 | Time: 10:55 - 12:00 MET | Where: online-live-streaming

Background & Target group

Websites and content (user experience & content) represent the access and initial contact to existing and new customers. Both, search queries and messages in social media (LinkedIn, Facebook, twitter, instagram, tiktok, video portals, etc.) most often lead to the virtual company page. So far, so good! But, what if the audience/potential client/lead is from another country and you do not speak the same language? How to structure and update the digital website content in an efficient way?

Who - if not European institutions - can point to many years of experience in dealing with a multilingual public? What is the eTranslation service of the EU? How is it working and what are the benefits for European SMEs? These are the questions we would to answer in our webinar. **Invited are:** Creative and internet agencies, IT administrators of SMEs, translators, public relations staff, social media/content managers, and of course – other interested people.

Agenda

Virtual Access: 15.07.2020 (10:55 – 12:00 MET)

- 11:00: Welcome; Rector Prof. Dr.-Ing. Alexander Kratzsch, Hochschule Zittau/Görlitz, Germany
- 11:05: Europe – nearby and for you; *Constanze Krehl*, Member of the European Parliament (Committee on Regional Development)
- 11:10: External perspectives on the European Single Market - Multilingual websites as a boost for new audiences (also on the African and other non-European markets); *Okey Okere*, Hofstede Insights, Lagos, Nigeria
- 11:25 eTranslation, the European Commission’s automated translation tool also for SMEs – accumulated knowledge in the EU official languages and more; *Mr Miklos Druskoczi*, DG CONNECT - Communications Network, Content and Technology
- 11:48 Facts about the “Drupal EU-OSHA translation tool”; *Gorka Moral*, EU-OSHA
- 11:58 Summary; *Tobias Schlüter*, Hochschule Zittau/Görlitz (EEN SACHSEN)