

# Round Table

on

## The Status of Language Professions in Europe

### Invitation

We invite you to join the Round Table on The Status of Language Professions in Europe and share your thoughts and ideas about the following topics:

- Why is the status<sup>1</sup> of language professions<sup>2</sup> in Europe not optimal?
- Why is the image of the language industry<sup>3</sup> in Europe rather confusing?
- What actions can be taken to enhance the status of language professions in Europe?
- What is the next step: who should do what?

### Why a Round Table?

Setting up a language business is extremely easy in almost all segments of the language industry and in almost all countries in Europe. While that may make the language industry a very open and hospitable industry, the downside is that anyone can join in and try to sell anything. For most language professions there is no need for a degree, certification, quality label, experience, membership of a professional association or references. The result is an industry where many customers run into bad experiences and consequently perceive the value of language work rather low.

Research shows that the quality segment of the market suffers most from low status. Low status is not only harmful for an industry's profitability, it doesn't help attract young professionals or high potential to the industry. The effect, if no action is taken, can be a very vicious circle.

### **Who Should Attend?**

This Round Table invites anyone who is concerned with the status of language professions in Europe and is willing to share thoughts and ideas that may enhance the status of these professions.

### **Round Table?**

This Round Table will be moderated by Dries Debackere, an international business consultant with over 20 years of experience in facilitating dialogue and helping translate thoughts and ideas into recommendations and concrete suggestions for action.

Following the Round Table, a report, including its outcome, conclusions and recommendations for action to enhance the status of the language professions in Europe will be made public by The Language Industry. The report will also include a list of the participants.

### **When & Where?**

Thursday 17 March 2016, 10am to 5pm. Do come early for coffee and do stay for drinks afterwards. The round table will stand in the centre of Brussels, within walking distance of the Central Railway Station. We will send you all practical information upon receipt of your registration. Lunch is included.

### **Register!**

Registration is free for (premium) members of The Language Industry. Others pay 150 euros (excl. VAT) before 31 December 2015 or 250 euros before 28 February 2016. To register please send an email to [roundtable@thelanguageindustry.eu](mailto:roundtable@thelanguageindustry.eu).

## Need More Information?

Send an email to [roundtable@thelanguageindustry.eu](mailto:roundtable@thelanguageindustry.eu) or call +32 (0)9 269 04 66.

The Language Industry, Molenaarsstraat 111 – 46, B-9000 Gent, Belgium

## About The Language Industry

The Language Industry keeps language professionals informed of the news and trending developments in the language sector.

[www.thelanguageindustry.eu](http://www.thelanguageindustry.eu)

<sup>1</sup> By the **status** of language professions we mean the presumed value of language expertise and the perception of the value of language work and language-related work.

<sup>2</sup> By **language professions** we mean the type of job that requires special language or language-related education, training or skill.

<sup>3</sup> By the **language industry** we mean a wide range of professionals, companies, organisations and activities involved in the design, development, marketing and selling of language products and services. They operate in segments such as audio-visual communication, dialect, foreign language learning (English as a Foreign Language, Deutsch als Fremdsprache, Français Langue Etrangère, Italian, Spanish, Dutch as foreign languages, etc.), sign language, literacy, lexicography, reading, literary translation, localisation, multilingualism, government communication, subtitling, audiodescription, writing, spelling, speech technology, language proficiency, speech therapy, language policies, (applied) linguistics, language resources, language training, language technology, language testing, technical communication, interpreting, terminology, translation technology, translation studies, translation, foreign language education, business communication, publishing, journalism, multimodal communication, etc.