

# SLAM!

SCANDINAVIAN LANGUAGE ASSOCIATIONS' MEETING

## SLAM! 2016

### PROMOTING PROFESSIONALISM IN A CHANGING MARKET

#### WHAT SLAM! IS ALL ABOUT

As language service providers, how do we adapt to changing market conditions? What can we do to promote professionalism on the individual, Scandinavian and global level?

For the first time ever, eight language associations from four Scandinavian countries are organising a conference for language professionals from Scandinavia and all over the world. Join us **Saturday, 24 September**, in **Malmö** for a Grand SLAM! that will prepare you to tackle the challenges of today's market with confidence.

Saturday, 24 September 2016

## PROGRAM HIGHLIGHTS

*Chris Durban* will set the tone by discussing how to escape the 'Barbarians at the Gate' and go upmarket. This will be followed by presentations on collaboration, interpreting and ethical issues and a translation SLAM. Later in the day we'll hear about how EU directives and ISO standards affect the market and our work, along with specifics on the Nordic market from *Leena Zaacho of the Nordic Council*.

If you are looking for more ways to position yourself on the changing market we have been learning about, check out *Ian Hinchliffe's* '101 Ways to Convince Your Client' and *Tess Whitty's* 'Is your Business Ready for the Future? The day is rounded off by a fascinating session called 'How to Make your Translations Sing' by *Ros Schwartz*.

Visit [www.slamconf.com](http://www.slamconf.com) for a preliminary programme and to register for the conference. The early bird registration deadline is **11 July 2016**, and the final registration deadline is **9 September 2016**.

## HIGH-IMPACT MASTERCLASSES

Don't miss the opportunity to take a masterclass with Chris Durban or Ros Schwartz before you head home. The two masterclasses will be held in parallel on **Sunday, 25 September**. Go to [www.slamconf.com](http://www.slamconf.com) for more details and registration. SLAM! attendees will be offered a discount on either of the masterclasses.

## SOCIAL EVENTS

Why wait until Saturday to start networking and catch up with old friends? Join us on **Friday, 23 September**, for a nice, relaxing welcome reception. Attendees arriving in Copenhagen on Friday are also invited to kick off the day with a bus tour of Copenhagen from Copenhagen airport/Central station. The tour ends at the Radisson Blu Hotel in Malmö in time for the welcome reception in the evening.

What's the best way to cap off an action-packed day? After SLAM! we'll have a magnificent banquet dinner waiting for you on **Saturday, 24 September**, in Malmö's beautiful City Hall. Enjoy a three-course meal and don't forget that some of the strongest business relationships are forged over a nice dinner and a glass of wine!

Register at [www.slamconf.com](http://www.slamconf.com)

**Scandinavian Language Associations' Meeting (SLAM!) 2016**  
**Sankt Gertrud Konferens, Östergatan 9, 211 25 Malmö, Sweden**

# SLAM!

Organisers: Föreningen Auktoriserade Translatörer, Sveriges Facköversättarförening (SFÖ), Danske Translatører (DT), Finlands Översätter- och Tolkförbund (SKTL), Norsk fagoversetterforening (NORFAG), Norsk Tolkeforening (NTF), Statsautoriserte Translatørers Forening (STF) and Translatørforeningen (TF).