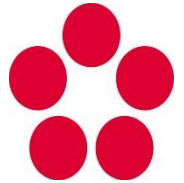


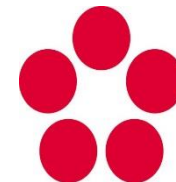
TESTIMONIALS - Intro

- ⬢ Zbynek Taborsky – Freelance Translator – EN + FR -> CZ
- ⬢ Translation / Copywriting / Transcreation / Localisation
- ⬢ Corporate Communications / IT (&) Legal / Marketing
- ⬢ Leading a team covering EN, FR, DE, NL <-> CZ
- ⬢ In the business since 2010 – Phases 1, 2 & 3...



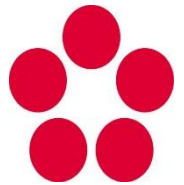
Phase 1 – Beginner

- ⬢ Started in 2010
- ⬢ Completely unaware of the global industry environment
- ⬢ Working exclusively on the local market – Czech agencies
- ⬢ A generalist – "specialized in everything"
- ⬢ Juggling with both-way translations
- ⬢ Registration at a portal for T&I professionals...



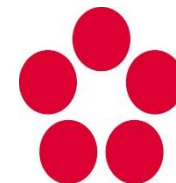
Phase 2 – Agency Rider

- ⬢ Cooperation with dozens of xl8 agencies worldwide
- ⬢ Areas of specialization – Law, Business, Marketing
- ⬢ Participation in large EU tenders
- ⬢ Awakening – Hey, I am a business!
- ⬢ Identity, website, business cards...
- ⬢ **First translation conference...**



Phase 3 – Networker

- ⬢ Continuous Professional Development (Spec, Biz, Tech...)
- ⬢ Membership in associations (JTP, IAPTI, ATA... CoC)
- ⬢ Conferences, trade fairs, networking events in- and outside
- ⬢ Wide network of contacts within the industry
- ⬢ Closely cooperating team of colleagues **X** Agency
- ⬢ Direct clients



To sum things up...

- ⬢ Specialization
- ⬢ Continuous Professional Development
- ⬢ Presence, activity & networking
- ⬢ F2F contact does wonders (colleagues, clients, prospects)
- ⬢ **PROFESSIONALISM**



ZTRANSLATIONS

Your Czech Language Connection

THANK YOU FOR YOUR ATTENTION!