

**Your expert
guide to sports
translation.**



At a glance

- ✓ Highly Commended Company of the Year and Project Management Team of the Year 2021 at The ATC Language Industry Awards
- ✓ One of the UK's fastest growing language service providers
- ✓ 100 per cent score according to our latest client satisfaction survey and 35 years of expertise
- ✓ Commitment to accuracy of language, style and formatting

Providing trusted sports translation services for more than 35 years.

As the £20bn-a-year sports sector soars to an all-time high, more elite athletes than ever are building their lives and careers in this field.

Finding a trusted translator, with sporting expertise, is crucial for a wide range of requirements from sport event management to marketing and regulatory documents.

Intonation is Britain's fastest-growing language service provider - supplying clear and concise translations to members of the sporting community.

We work with athletes, lawyers, journalists, national and international sporting federations, anti-doping bodies, product retailers and marketing professionals.

Partnering with individuals and organisations, our network of friendly linguists - all with at least five years' professional experience - is among the very best.

With these impressive credentials, Intonation has created a comprehensive translation guide to explain the process and provide advice to members of the sporting community.

There is also expert industry insight from Geoffrey Bowden, General Secretary of the European Union of Associations of Translation Companies (EUATC).



Our sister company, **City Legal Translations**, specialises in translation services for the **legal and financial sectors**.

Written or spoken? Know the score!

When it comes to commissioning language services, it pays to be knowledgeable about the different types available.

Language Services

Translations for the sporting sector need to be precise and exact with accuracy at the heart of the process.

If you want to interact verbally with people in a foreign language you need an interpreter. If you are working with text, you need a translator.



Sport Translation

Translation refers to communicating the written word, and the scale, depth and range of documentation is immense.

Not surprisingly, choosing a translator who has specific experience in the sporting sector will ensure accuracy and precision and will also speed up the process. They will be familiar with terminology and styles of writing and will also have a wider knowledge of specific sports.

For example, in complex contract scenarios, it is important to pay attention to detailed information while slight nuances in language can impact on marketing messages.

For documents that are very personal, such as a marriage certificate, precision is key, especially if the document is required by law to verify identity.



Did you know...

On-time translations were cited as the number one priority for clients according to Intonation's Client Satisfaction Survey.



For more information visit intonation.com
or to talk to one of our experts call **01329 828438**

Sporting Interpreters

An interpreter working in the sports world must have a thorough knowledge of the industry and each sport's unique language.

As well as being familiar with sporting phrases and how to interpret them, the tone in which a person speaks must be translated in a completely accurate and non-biased manner. The way in which a person's spoken words are interpreted can change and sometimes even alter the course of negotiations.

Sports interpreters are a vital tool in recruiting overseas players and athletes, in contract negotiations and when communicating with overseas staff.

Once an overseas employee has settled in the UK they may need help with business meetings, immigration matters or medical appointments.

Sporting Transcription

Transcription is the art of ensuring the spoken word is accurately converted into the written word. There are many different forms of sports transcription, whether it be employment contracts, marketing material or club documents.

Transcription may be in English or a foreign language, which later may require translation.

Types of Documentation

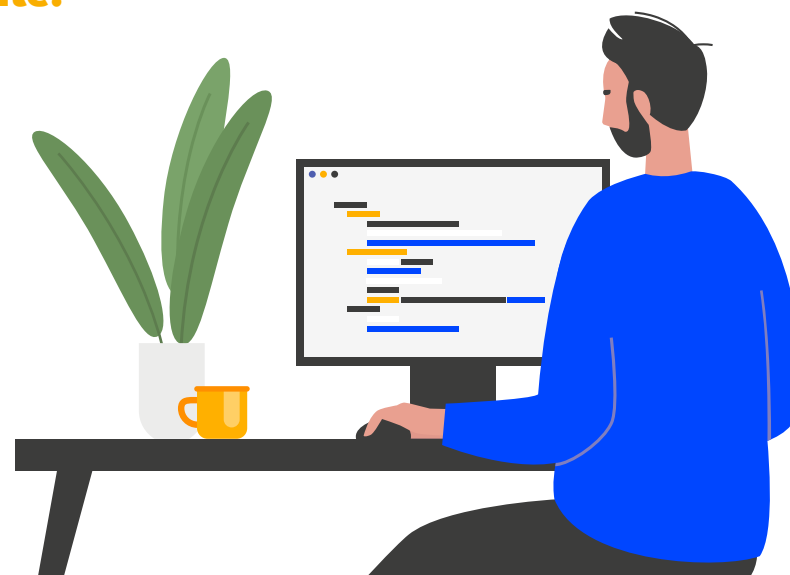
- ✓ Contracts
- ✓ Rules, regulations, codes
- ✓ Marketing material
- ✓ Sports event management information
- ✓ Legal documents
- ✓ Financial documents
- ✓ Personal documents such as marriage and birth certificates
- ✓ Anti-doping documentation including testimony





Playing by the rules: typical sport translations

From international signings to new entrants into popular sports as well as global tournaments, sponsorship and legal requirements, the need for sports translations continues to grow at an impressive rate.



“
Intonation has a
100% satisfaction rate
according to our
latest client survey.”



Did you know...

Marketing in a translation context is known as 'transcreation' - a term used by advertising and marketing professionals to describe highly creative translation matter.

A professional language service provider will source the right kind of translator to meet the needs of this diverse and culturally complex sector.

Sports & Competitions

The formal regulation of sport has evolved rapidly during modern times. Ensuring the same rules are practiced worldwide has enabled sport to become a global phenomenon. When major sporting competitions and tournaments take place on an international scale, the need for accurate translations of rules and codes is paramount. Clearly translated rules remove ambiguity and provide adherence and enforcement.

Legal

Translations of legally binding documents such as contracts need to be accurate and precise. Certified and Notarised translations provide official confirmation that a competent translator has been used and the material is an accurate translation of the original.

Anti-doping

Ensuring public confidence in clean sport has put a spotlight on anti-doping rules and regulations. In cases where there are allegations of prohibitive substances, accurate and expert translations are required.

Sport Event Management

With thousands of people travelling many miles to watch their favourite sports, event management information needs to be in multiple languages.

Players/Athletes

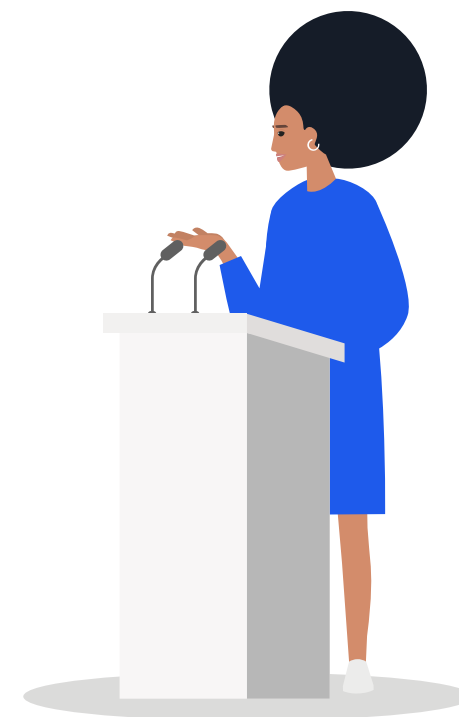
Accurate and fully certified original translations of key documents are important for players moving to join clubs and teams overseas. It can include contracts, medical information as well as personal documents.

Sports Marketing

Marketing in a translation context is known as 'transcreation' - a term used by advertising and marketing professionals to describe highly creative translation matter.

It needs to capture the right tone of voice and brand personality, resonating with target audiences across continents.

Material can be online or hard copy format and includes advertising, leaflets, brochures, digital animations, social media, press releases, editorials and websites.



The globalisation of the sporting world

Soccer, football, fútbol, futebol, futbol

At the Rio Olympics in 2016, there were more than 10,000 athletes, representing 207 nations who competed in 31 sports. The event reached 7.4bn people across the world, with active media engagement of 3.7bn.



Compare those statistics to the very first modern Olympics held in Athens, Greece, in 1896 where there was a crowd of 60,000 spectators with 280 all male participants from 13 nations, who competed in 43 events.

There is no doubt that the magnitude of the sports industry is immense and reaches out to a global audience. Conversely, the language of sport is historic and deeply embedded in individual nationalities and culture.

The first Tour de France was held in 1903. There were 60 competitors from France, Belgium, Germany and Switzerland. In 2017, the event was broadcast to 190 countries. It featured 18 world teams and four wild card teams. It attracted 6.5m fans and followers on social media networks.

Golf dates back to fifteenth century Scotland, badminton was played in India in the eighteenth century, Judo was developed in Japan in 1882 and the first bobsled run was constructed in St Moritz, Switzerland, in 1897.

Sport origins make them indigenous to specific countries which can make the terminology baffling even to a native speaker.



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“
Intonation works with
more than 2,000
translation experts
and supports over 600
language combinations.”

Translate it for an overseas audience and the difficulties are magnified considerably. It is vital that a translator is a native mother tongue speaker with a sound understanding of individual sports and their terminology.

Examples

+ Fencing

The language of fencing is French. 'En-garde' describes the basic stance of a fencer.

+ Cricket

A fielding position in cricket such as 'silly mid-on' is unlikely to be directly translated.

+ Hunting

The word 'sportsman' refers to athletes in the UK but specifically, is used to describe hunters and fishermen in North America.



Why choose Intonation?

We are one of the world's top specialist translation companies. We understand that your project requires a tailored solution with an individual approach.



One of the UK's fastest growing language service providers



Multi-award-winning translation and interpreting company



Of our top 10 clients 9 have a history of working with us for at least five years



ISO 9001 Certified



We support over 600 language combinations





**Established for
over 35 years**



**All translators have
a minimum of 5 years'
professional experience**



**Our team has a
combined experience
in excess of 150 years**



**Access to our dedicated
client platform**



Professional Memberships

Association of Translation Companies,
Institute of Translation and Interpreting

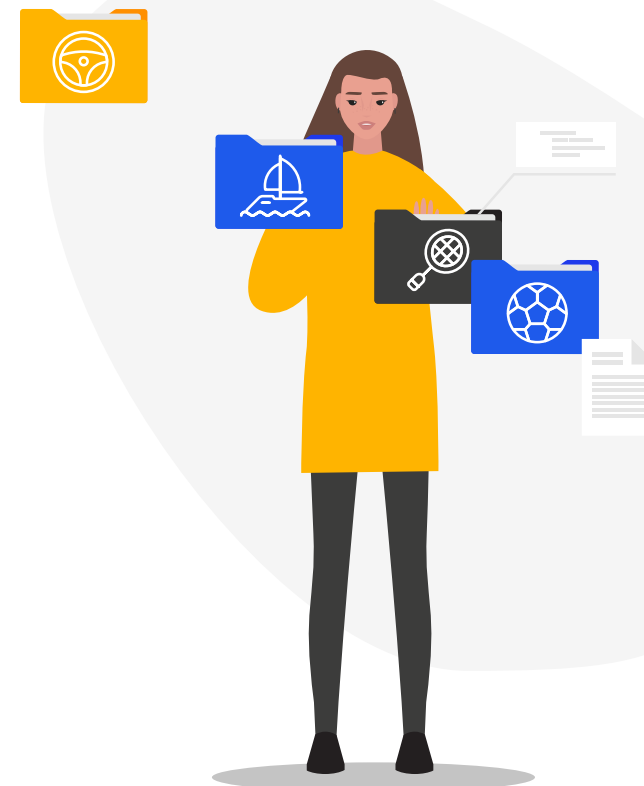


**100% client satisfaction,
according to our latest
client satisfaction survey**



**All translators translate
into their mother tongue**

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Did you know...

Asking a translation company to work
on a draft in progress helps save time
but avoid large amendments to the
original text as the costs can add up.

Intonation's Services

With a reputation for exceptional customer service and a real commitment to accuracy of terminology, style, formatting and technical competence, you can rely on a firm with passion and commitment for clear, accurate translations at an affordable price.



Translation Services

We work closely with our clients to provide a bespoke, confidential service, unparalleled in its expertise and accuracy.

As full members of the Association of Translation Companies and Institute of Translation and Interpreting, we are able to provide all levels of translation certification, including notarisation, legalisation by the FCO or swearing on affidavit and are happy to talk through the process.

Interpreting Services

At Intonation we understand the importance of using impartial, professional, expert interpreters and, with over 35 years' experience, you can rely on us to get it right, every time.

Our interpreters are experts not only in the spoken word but also with the cultural expressions and etiquette. Our clients' needs are our priority and as such our interpreters are handpicked according to their individual skills and experience - spoken language, subject matter, country knowledge and location.

So what is interpreting? Interpreting is the art of orally translating the spoken word between (usually) two languages and must be carried out in a completely accurate and non-biased manner. We provide interpreters for a wide variety of requirements.

Transcription Services

All our work is carried out by mother tongue transcribers and undergoes a QA check before being returned to the client. Our pricing is competitive and, with the achievement of a 100% customer satisfaction rate according to our latest Customer Survey, you can have real confidence in our ability to handle your transcriptions with precision, accuracy and care.

We are happy to provide transcriptions in any language required and can offer a translation service for transcribed text. We can offer time-coded transcriptions and are happy to work from most formats, including WAV, MP4, AAC, CD, DVD and even good old VHS videos and audio cassettes!





Our Services

- ✓ Medical Translation
- ✓ Multilingual SEO Services
- ✓ Proofreading Services
- ✓ Patent Translation
- ✓ Sport Translation
- ✓ Technical Translation
- ✓ Transcreation
- ✓ Multimedia Services
- ✓ Legal Translation
- ✓ Transcription Services
- ✓ Typesetting & Desktop Publishing
- ✓ Subtitling
- ✓ Voiceovers

“

Did you know the fastest growing language pairs are English to German, English to French, English to Arabic and English to Chinese according to a report by the Association of Translation Companies (ATC). ”



A step-by-step guide to the translation process

Whether you've worked with translators in the past or you're considering using a translation company for the first time, being 'au fait' with the process will help you get the most from it.

Here's the translation process in a nutshell. Knowing what to expect and when will ensure you get the best possible outcome.

At Intonation we provide professional translation services. For over 35 years our clients have trusted us to support them with their translation requirements. We have passed and gained many

industry standards and accreditations and we only use qualified and competent translators. We are passionate about each of our language services and the team shares a unique and friendly approach to business, ensuring that we go that extra mile when completing work for our clients.

Our Translation Service Levels

Here are some of our most popular Translation Service Levels. But if one of these does not fit the bill, we're happy to arrange a call and talk through your individual project and put in place a workflow that covers everything you need.



Translation Only

Our standard option offers great value for money. Translation is carried out by one of our subject matter expert translators and undergoes a QA check by our internal review team to ensure completeness. This option is not recommended if you're launching a large marketing campaign.

What will it comprise of?

- Translation by a mother tongue subject expert translator
- Terminology research
- Internal QA
- Full Project Management
- Output: 2,000 words per day/translator



Translation, Editing & Proofreading (TEP)

This is our "two pair of eyes" option. It adds an additional safety net to those specially complex or sensitive texts by involving the use of two linguists. If you're worried that your translation isn't being checked by anyone on your side, choose this option – we translate, review with a second linguist and then perform an internal QA check before the document reaches you.

What will it comprise of?

- Translation by a mother tongue subject expert translator
- Terminology research
- Proofreading by a second linguist
- Internal QA
- Full Project Management
- Output: 1,500 words per day/translator/proofreader team



Creative (Localisation & Transcreation)

Our creative option is the bespoke option and is suitable for marketing material where the scope of the work goes beyond that of standard translation. The transcreation linguist creates compelling copy in the target language, adapting the source text as necessary to create the desired effect in the target language.

What will it comprise of?

- Translation by a mother tongue specialist creative translator
- Terminology research
- Internal QA
- Full Project Management
- Output: 1,000 words per day/creative translator



Translation only workflow (step-by-step)



Did you know...

According to the Association of Translation Companies the current size of the language services market in the UK is estimated at between GBP 1.5 and 1.7 billion. This is up from the GBP 1.35 billion estimated two years ago. The UK is the largest single-country market for language services in Europe.

Focus with Geoffrey Bowden

Buying language services can be both daunting and confusing. Geoffrey Bowden, General Secretary of the European Union of Associations of Translation Companies (EUATC) offers some useful advice about how to get the best results.



Geoffrey Bowden

General Secretary
of the EUATC



For more information visit euatc.org

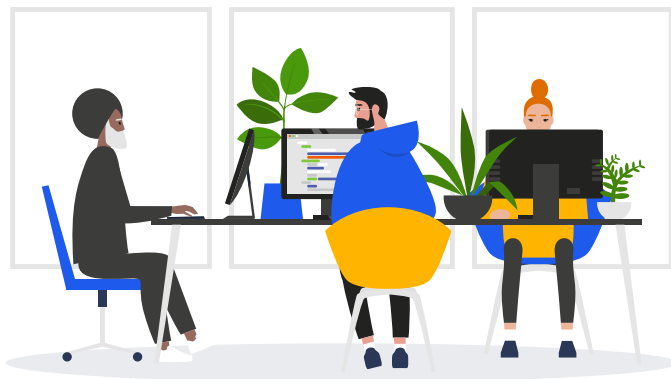
Geoffrey was the General Secretary of the UK Association of Translation Companies for over 30 years and is now General Secretary of the EUATC.

The EUATC represents the interests of translation companies across Europe and also serves the needs of translation purchasers.

Geoffrey said: “Anyone commissioning language services, be it translation or interpreting, needs to be certain that they are entrusting the work to an LSP that takes its responsibilities for accuracy seriously.

“There is no such thing as a rough translation or an approximate interpretation of what’s being said.

“Intonation is a leading member of the UK’s Association of Translation Companies and has rightly earned a reputation for being a trusted language partner.”



Frequently asked questions

How do translation companies price their services?

Some companies charge by time, some by line, page or number of words. At Intonation Translations, the pricing structure is per thousand words.

Does the cost of translation vary from language to language?

Yes, because of the availability of good quality translators. Countries where there are low levels of population such as Iceland are usually expensive. While countries where the cost of living is high, such as those in Scandinavia, generally cost more. Japanese translations are also pretty expensive too.

I am organising a sporting event, can you help with translations for signage and online visitor information?

Translation services for the sports sector vary from legal documents and transcriptions to marketing material and rules and regulations. Our translators work closely with clients to provide event management support, ensuring all 'visitor journey' requirements are fully scoped out.

Here's some questions and answers that may help you understand more about Intonation's translation services.

Can translation companies provide non-disclosure agreements?

A good quality language service provider will be able to provide a non-disclosure agreement. They will also have professional membership of one of the trade bodies such as the Association of Translation Companies or the Institute of Translation & Interpreting.

Working with an accredited translation company also gives reassurance about the quality of translations you will receive. Members of the ATC are carefully vetted before being admitted as members, adhere to a strict code of professional conduct, are subject to the rulings of a professional ethics committee and carry full professional indemnity insurance cover to safeguard the interests of the translation buyer.

Is it necessary to use a specialised translation company?

A specialist translation company with in-depth knowledge of sport and the typical requirements of the industry will certainly be a significant advantage. They will have a wider understanding of the key issues involved and highlight any areas of concern especially around the use of sport specific terminology and phrasing.



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