

Hugh Fraser  
Convenor, ITI Scottish Network  
The Millhouse  
Bonnington Mill Business Centre  
72 Newhaven Road  
EDINBURGH  
EH6 5QG  
Tel: 0131 5530628  
Email: [convenor@itiscotland.org.uk](mailto:convenor@itiscotland.org.uk)



September 2009

# AUTUMN WORKSHOP

## ATTRACTING DIRECT CLIENTS

(IS IT ALL JUST ABOUT  
WHO YOU KNOW?)

**Talk by Helen Robertson, FITI  
to be held at 19 George Square,  
University of Edinburgh, EH8 9LD  
on Saturday, 24 October 2009**

### *Programme*

- |                             |       |  |
|-----------------------------|-------|--|
| 19 George Square            | 9.30  | Foregather (tea/coffee will be available)          |
|                             | 10.00 | <b>Attracting direct clients – part 1</b>          |
|                             | 11.00 | <b>Break</b> in reception area at 19 George Square |
|                             | 11.30 | <b>Attracting direct clients – part 2</b>          |
| Lunch venue to be announced | 13.00 | Lunch (optional!)                                  |



**ITI members:** This event qualifies as  
Continuing Professional Development.  
Enter it in your CPD record!

## **Speaker**

**Helen Robertson FITI** has been a translator since 1979. For the past 17 years she has been running her own translation business, which after several moves is now based in York. She writes on business subjects, including marketing, for the ITI bulletin.

## **Presentation Outlines/Aims**

Individual translators and interpreters are being increasingly squeezed on both the price and the attractiveness of the work offered. In this fragmented industry, however, there is still plenty of scope for enterprising professionals to carve out their own niches. Possible direct clients range from the translation departments of large multinationals to the MDs of small businesses and individuals with business or personal interests in other countries.

Which type do you want to look for, where can you look, and how do you go about getting into business with them? What are the pros and cons of direct clients, and how do they score over the good agencies and translation companies out there?

The event will allow for plenty of scope for input from the audience as well.

## **Further Information**

Helen has set up a blog, where she has answered some questions posed by Network members. This can be found at <http://helenthetranslator.wordpress.com/>. If you have any more questions you would like Helen to answer on her blog prior to the talk, please post them on the ScotNet e-group, if you are a member, or otherwise email them to [convenor@itiscotland.org.uk](mailto:convenor@itiscotland.org.uk).

## **Who Should Attend?**

This event is aimed at translators who already have some professional experience, and who may or may not already have some direct clients.

## **Venue**

George Square is in central Edinburgh.

The foregather will take place in the reception area, which is on your right immediately after you enter the front door of 19 George Square. The seminar room is on your left as you enter the building.

Parking at George Square is expensive. Free on-street parking is available on Saturdays at Bruntsfield Links (a 10-minute walk away through the Meadows).

Detailed maps showing how to reach the venue can be found at [www.llc.ed.ac.uk/graduateschool/translationstudies/ContactUs/index.htm](http://www.llc.ed.ac.uk/graduateschool/translationstudies/ContactUs/index.htm)

**Cost** The meeting itself is free. The lunch is pay-as-you-go.

