Localization Language Alternate Events – Learning Sheet

Overview

This document defines how the language localization in the Notified platform functions as well as provides tips that the reader should be aware of when implementing a localized virtual event.

If you are producing a multi-language event, you need to assign more time to complete set-up. The amount of time is based on how many languages and how extensively user-defined areas of the platform are used. At a minimum, we recommend adding 30% more time for **each** additional language. If Notified services are being used to create the event, it is the Event host's responsibility to provide the translated language alternatives to Notified and to verify the results.

Note: Languages are enabled at the event level. If languages are set in one event, and that event is copied to create another event, then the new event will also have those languages enabled.

Language Implementation

It is the customer's responsibility to provide the following items for localized events:

- All content (text, graphics, video) placed into the Event must be translated and verified by the customer.

- All custom pages must be translated and verified by the customer. Custom examples include; Login, Registration, Microsites, and all email publications.

- The customer is to review all of their translated content to ensure it is correct.

Language selections can be made in the General Settings within VX. Once the languages are selected, they will display in VX inside the Language Options.

Language Options

- ☑ Bahasa Indonesia [1057]
- ☐ Chinese (Simplified) [中文] [2052]
- ☐ Chinese (Traditional) [中國（繁體）] [1028]
- ☐ Czech [český] [1029]
- ☐ Dutch – Netherlands [Nederlandse] [1043]
- ☐ English - United Kingdom [2057]
- ☑ English United States [1033]
- ☐ French [Français] [1036]
- ☐ French Canadian [Français Canadien] [3084]
- ☐ German [Deutsch] [1031]
- ☐ Greek [ελληνικά] [1032]
- ☐ Hebrew [עברית] [1037]
- ☐ Hungarian [1038]
- ☐ Italian [Italiano] [1040]
- ☑ Japanese [日本語] [1041]
- ☐ Korean [한국어] [1042]
- ☐ Polish [polski] [1045]
- ☐ Portuguese Brazilian [Português brasileiro] [1046]
- ☐ Romanian [1048]
- ☐ Russian [rosyjski] [1049]
- ☐ Slovak [1051]
- ☑ Spanish [Español] [1034]
- ☐ Thai [1054]
- ☐ Turkish [Türk] [1055]
- ☑ Ukrainian [Український] [1058]
- ☑ Vietnamese [1066]

Platform Localization Support

Notified Products

The Notified products below are available for localization:

- **Virtual Events**: Entire Attendee and Sponsor interface. The Administration portal is English only; however, language alternate values can be applied to all areas of an event for a full, localized experience.
- **Studio**: Audience View. Speaker Portal.
- **External Messaging**: A filter was added that enables email campaigns to be distributed by Language Preference/Locale value. Based on that value, the email campaign is distributed in the specified language.

  Note: Email content varies by Event and is to be translated by the Event Host.

Platform

All browsers and Operating Systems (OS) supported by the Notified platform support the languages.

Translation Methods: Except for chat, the platform does not automatically perform language translations. Translations must be entered in one of two areas, outside of the System Translations noted below.

- **System Translations**: Controlled by the VE platform.
- **On the Fly Translations**: Controlled by the third-party provider.
- **Dynamic Data Translations**: Entered by the event host.

System Translations

In each product, Notified has already translated system-controlled values across all 26 languages offered. As new features and enhancements are made, these values are updated in the platform. This includes system-generated messages, titles, and descriptions, etc. Any new feature/enhancement or system change will require that the translation around those changes be made and uploaded into the platform. The following are a few examples of items that are System Translated values:

English	French
Edit Rating Comment	Modifier Rating Commentaire
Invite A Friend	Inviter un ami
Invalid Login ID or Password!	ID de connexion non valide ou le mot de passe!
Your Package Does NOT include After-Event Access!	Votre forfait ne comprend pas l'accès après exhibition

When language selections are enabled for your event, the system translations are also provided.

On the Fly Translations

For those Events that have licensed languages, On the Fly chat translate is automatically enabled for those languages. On the Fly chat translation enables participants who speak different languages to communicate with each other. This is available in the Event Properties in the administrator portal for you to select following the steps below.

1. Select General Settings in the VE Main Menu.
2. Under Translator Service, select one of the available options. This will enable the automatic translation of chat text to the audience's language using one of the third-party translation services.
    a. None (default)
    b. Microsoft
3. Select **Submit** to save changes.

Below is an example of what the audience would see when an English User (Attendee A) is speaking with a Japanese User (Attendee B) using the On the Fly translator through Microsoft.

Note: Microsoft provides conversational translation and does not have contextual references as such these translations are not always accurate. Being conversational translation, technical terms, and industry jargon typically will not translate or translate accurately.

Dynamic Data Translations

Dynamic data consists of naming values (e.g. types of users, user-defined labels and pick lists, and toolbar labels) that are entered by the Event host. The dynamic data is not known to the platform, therefore these values are **not** translated though they can and should be translated by the Event host.

Notified provides two methods to enter the translations, **Key Entered** and **Automated Upload**. These methods are described below and both methods can be interchanged:

Key Entered

Dynamic data that can have translated values are referred to in the platform as **Language Alternates**. These alternates are accessed through the Administration Portal and Space Builder where language replacement values are entered.

Note: This is a manual process.

The steps below will outline how to use the Language Alternate Tool.

1. Select the **Language Alternate** icon. A new window will open.
2. Add a row for each language you are planning to provide a translated value for.
3. Select the language for each row.
4. There are two methods to apply language values; adding them on your own, or using the Microsoft translations services.
   a. If you would like to add the translated value on your own, type or paste the value under the **Value** column.
   b. If you would like to use the Bing or Google translation service to translate the value, type in your value and select the Bing or Google icon. The language alternate will appear.

5. Once you have entered all your language alternate values, select **Done** and the window will close and your language alternate values will be saved.

Automated Upload

When implementing an Event where there are multiple languages and/or large volumes of dynamic data, this method is recommended. The Import/Export tool (located under Event Tools in the VE Admin Portal) extracts all dynamic data from the event into a CSV format which can be used by Excel. Once all translations are entered, the same file can be uploaded to the system and all translated entries automatically update the language alternate values.

Note: Though you can run this process multiple times, each time it is run it exports and imports **all** values. So, if you went in after an import and manually updated language alternates then re-imported, the manually entered values would be replaced if those values also were present on the spreadsheet.

The steps below will outline how to use the Import/Export Tool.

1. The full event is built out in English, with all content added.
2. The event administrator selects the Export tool in the Event Tools section to export all language alternates into a spreadsheet.
3. The host then has the translations entered into the spreadsheet using a column for each language.

When all translations are entered, the spreadsheet is uploaded using the Import tool and all translated entries automatically update the language alternate values. A sample from an extract is shown:

	A	B	C	D	E	F	G	H
1	AreaField	SourceKeyVal	OriginalText	Chinese (Traditional) - Taiwan [1028]	Czech [1029]	German [1031]	Greek [1032]	Spanish - Spain [1034]
2	Space Title	4|1|35926	Help Desk	服務台	Helpdesk	Help Desk	Γραφείο βοήθειας	Servicio de asister
3	Space Title	4|1|35927	Lobby	首頁	Předsálí	Lobby	Χώρος αναμονής	Vestíbulo
4	Space Title	4|1|35928	Lounge	休息室	Hala	Lounge	Χώρος αναμονής	Salón
5	Space Title	4|1|35929	Meeting Room	會議室	Zasedací místnost	Besprechungsraun	Χώρος σύσκεψης	Sala de reuniones
6	Space Title	4|1|35930	Prize Center	獎品中心	Centrum výher	Preiscenter	Κέντρο βραβείων	Centro de Premios
7	Space Title	4|1|35931	Profile	設定檔	Profil	Profil	Προφίλ	Perfil
8	Space Title	4|1|35932	Resource Cente	資源中心	Centrum zdrojů	Ressourcenter	Κέντρο πόρων	Centro de recursos
9	Space Title	4|1|35933	Sponsor Directo	贊助者目錄	Adresář sponzorů	Sponsorenverzeich	Κατάλογος χορηγι	Directorio de patro
10	Space Title	4|1|35934	Theater	劇院	Divadlo	Theater	Αμφιθέατρο	Teatro
11	Space Descri	4|2|35926	Help Desk	服務台	Helpdesk	Help Desk	Γραφείο βοήθειας	Servicio de asister
12	Space Descri	4|2|35927	Lobby	首頁	Předsálí	Lobby	Χώρος αναμονής	Vestíbulo
13	Space Descri	4|2|35928	Lounge	休息室	Hala	Lounge	Χώρος αναμονής	Salón
14	Space Descri	4|2|35929	Meeting Room	會議室	Zasedací místnost	Besprechungsraun	Χώρος σύσκεψης	Sala de reuniones
15	Space Descri	4|2|35930	Prize Center	獎品中心	Centrum výher	Preiscenter	Κέντρο βραβείων	Centro de Premios
16	Space Descri	4|2|35931	Profile	設定檔	Profil	Profil	Προφίλ	Perfil
17	Space Descri	4|2|35932	Resource Cente	資源中心	Centrum zdrojů	Ressourcenter	Κέντρο πόρων	Centro de recursos
18	Space Descri	4|2|35933	Sponsor Directo	贊助者目錄	Adresář sponzorů	Sponsorenverzeich	Κατάλογος χορηγι	Directorio de patro
19	Space Descri	4|2|35934	Theater	劇院	Divadlo	Theater	Αμφιθέατρο	Teatro
20	Space Messa	4|3|35926	Help Desk	服務台	Helpdesk	Help Desk	Γραφείο βοήθειας	Servicio de asister
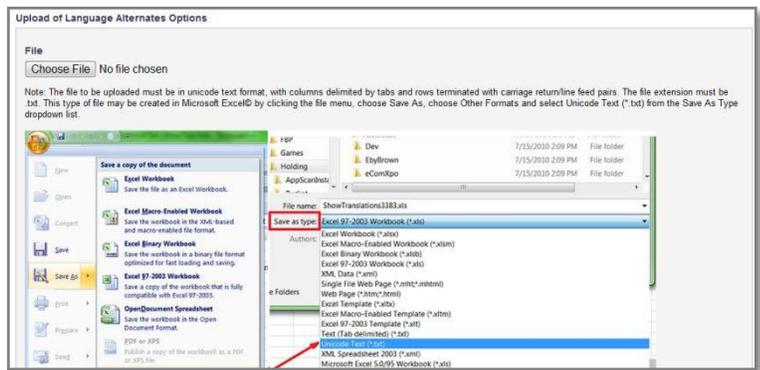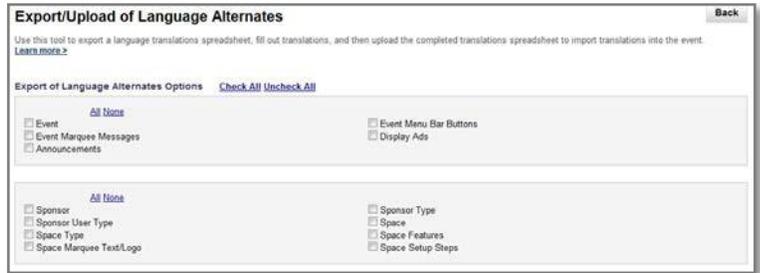
Configuration Options

There are several configuration options available in the VE platform for you to enable languages. The following will outline different options available for the easiest configuration.

Registration Pages

Registration is enabled with language alternates allowing for multiple versions of the same registration page to be available in different languages. Since Notified does not know the language preference of a potential registrant, they would select the appropriate registration based on one of the following:

- In marketing emails sent by the Event host (from their preferred email marketing system), each would have a link that would include a language parameter. These emails would be sent to groups of targeted audiences (French, Spanish, etc.).
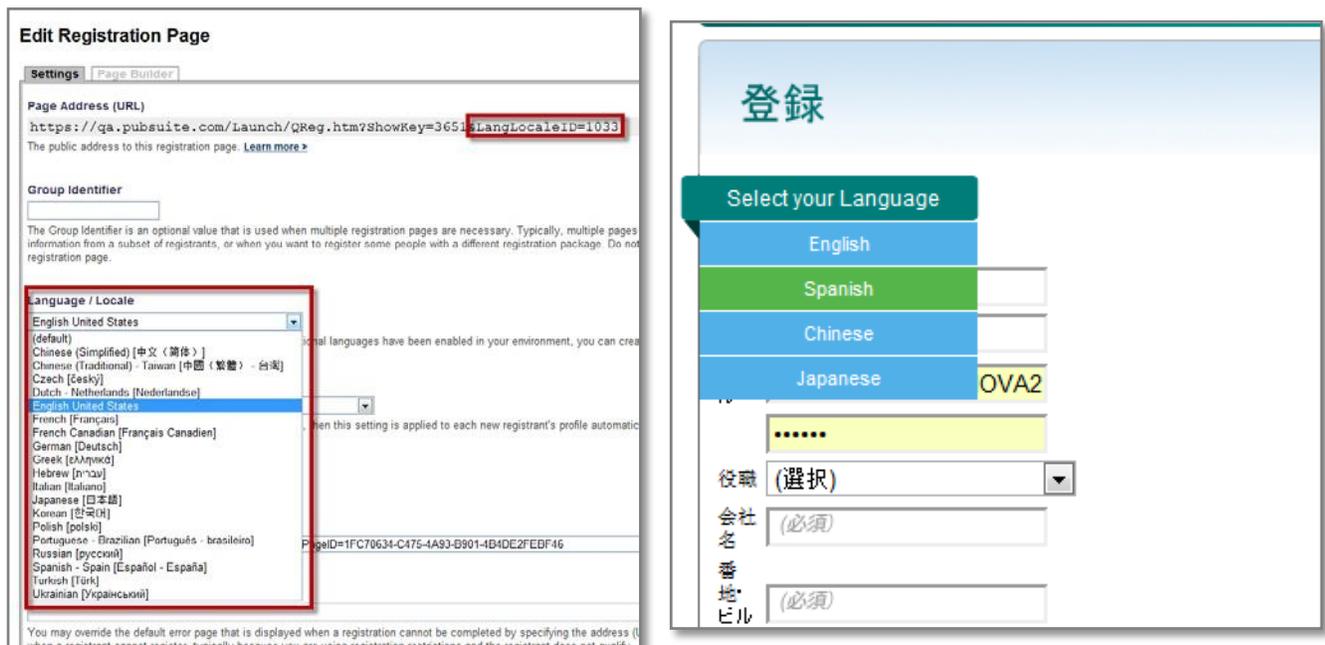
The registration page is then presented in the requested language. As part of the registration process whatever platform-approved language is used for registration that language is automatically set in that user's profile as their language/locale setting. A confirmation email is sent in the language used for the registration.

Follow the steps below to configure your registration pages and external emails.

1. When configuring your Registration pages, make sure to select your language/locale as shown in the below screenshot for each language you have enabled.
2. Configure your Thank You and Error pages for each language you have enabled.
3. Configure your registration confirmation emails for each language you have enabled.
4. Once your registration page is set up in each language, add the registrations to your Microsite (Website) or send the registration links out via your external email system. You will notice that the language parameter is set on each of your quick registration pages to help you target the correct audience.
5. Once users have registered, their language settings will be applied to their user profile. When they enter the event, they will see all content and spaces displayed in this language setting.

External Email Campaigns

If external email campaigns need to be sent in multiple languages via the Notified platform, each will need to be configured in the languages enabled in the event. Follow the steps below to configure your external email campaigns.

1. In the VE Administrator portal, select **Messaging**.
2. Under External Communications, select **Add an external communication**.
3. Select one of the template options available for each external email campaign and each language you will need to configure.
4. Edit all your email campaigns and save changes.
5. Once all external email campaigns are configured, select **Schedule A Delivery**.
6. Under Recipient Filters, select **Add filters,** and then **User Language is**. This will allow you to schedule the campaigns to target specific languages your registrants have selected.
7. Save changes once complete.

System Check

If the user logs in after an earlier registration, the platform uses their language preference set at the time of registration to display the System Check page in the correct language. Also, all of the Notified provided help pages and System Check errors are in the targeted language.

After the System Check is run, the platform uses its language preference to display the login page in the correct language.

Login Pages

The VE Administrator portal provides login and logout pages for the following areas below for ease of configuration by event hosts.

- Event Login Pages
- Event Logout Pages
- Data Portal Login Pages
- Space Builder Login Pages
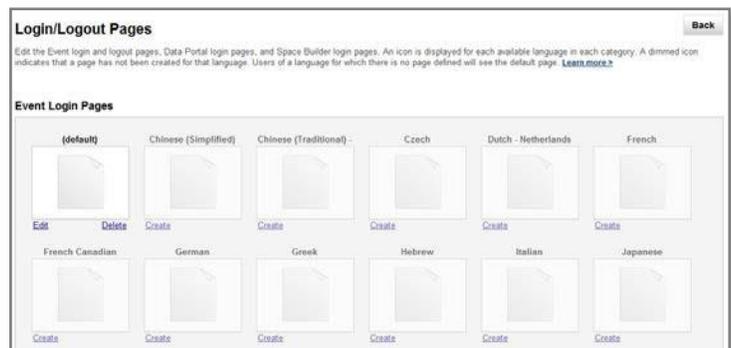
Follow the steps below to configure your login pages for your event.

1. In VE, access the Event Tools menu.
2. Select **Login/Logout Pages**.
3. Select the type of login page you would like to edit in the specified language you want to edit.

Note: Each login page will display and allow you to make edits based on the languages selected for your event in your General Settings area.

4. Select **Edit** to configure your login pages.
5. Once completed, the Dashboard will display the login pages you have configured in the languages you have enabled.
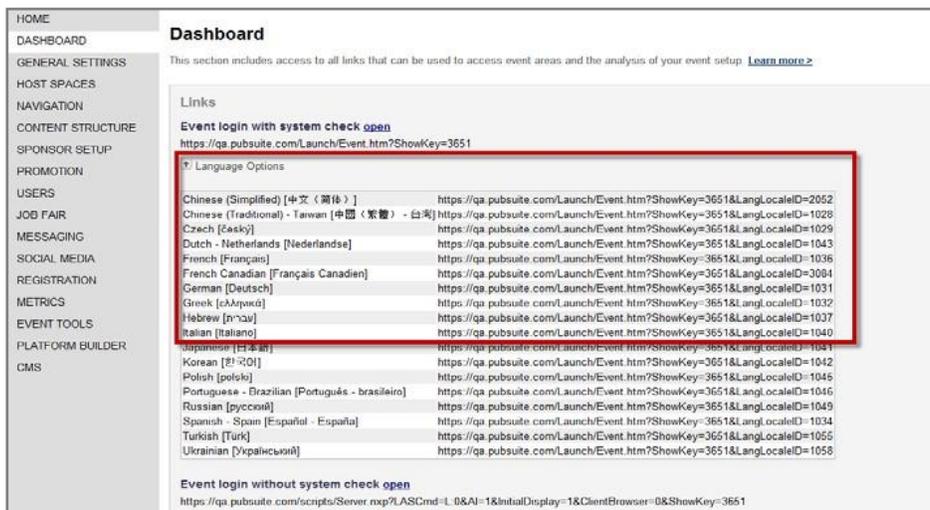
Sponsor Spaces

A sponsor can have a **single** space display in multiple languages so long as the structure (e.g. space colors and space style) is the same across the languages. Alternately, the sponsor can have one space per language, though this can make the Event floor layout more complex. Sponsor Space Builder is language enabled, and as such sponsors can enter tab names using language alternates.

Note: Sponsors will be responsible for updating the language alternates for their individual space. Notified Client Services can update the language alternates necessary with a signed work order.

Sponsor Space Content: The tab labels support different language alternates and content can also be language-specific. Following are a couple of examples:
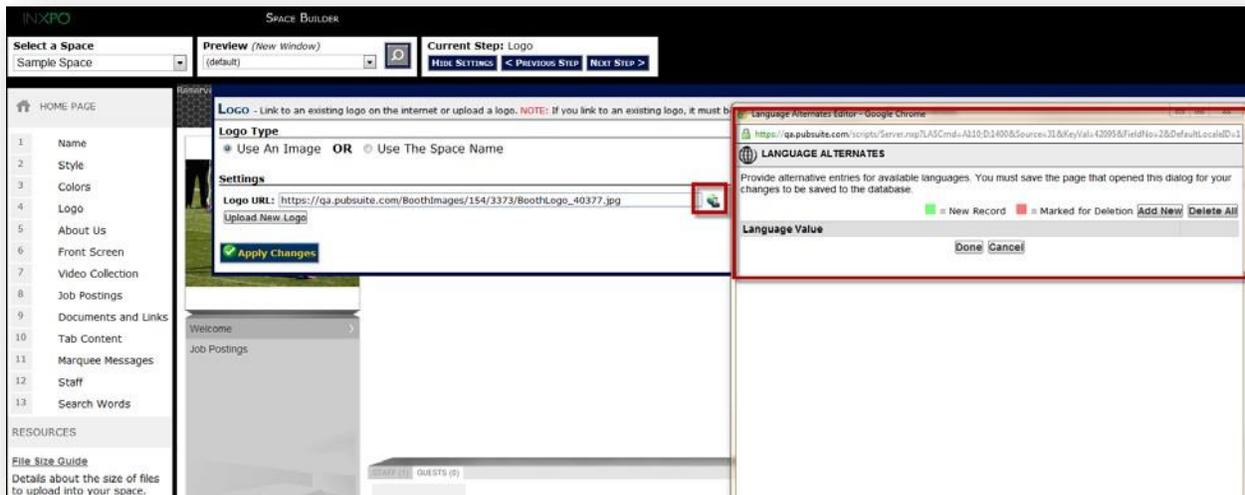
In this example, while in Space Builder, when uploading your logo, simply assign the logo to a specific language using the language alternate tool.

The appropriate logo is displayed in the space based on the language preference setting of the participant.

The below chart outlines which items are language-alternative enabled. Use this to determine if you will deploy single space multi-language or a space per language:

Space Builder Feature	Multi-Language Support
Space Name	Yes
Event Floor Message	Yes
Tab Title	Yes
Marquee Text	Yes
Search Words	Yes
Job Posting Title	Yes
Job Posting Description	Yes
Giveaway Title (PB Only)	Yes
Giveaway Description (PB Only)	Yes
Space Builder Admin Wrapper	Yes
Welcome Screen & Logo	Yes
Space Colors & Style	NA

Reporting

The reporting portal is enabled with language alternates so based on your language preference, the appropriate language wrapper (typically the greeting to the right and the name of the reports on the left) for your portal is displayed. Here is an example of the left side of a reporting portal for an attendee whose language is French.

Content within the reports is based on whatever was keyed; there is **no** translation to a common language. Chats entered in French will appear in the chat report as French, company names for spaces visited will be displayed based on whatever that sponsor entered for that language alternative. If no language alternate was entered, it is displayed in English.

Report labels/headings also enabled with language alternates will display in the targeted language. So if the column heading is **Spaces I Visited** in English, in French that same heading will be displayed as **Stands j'ai visité**.

Event Reports: The headers for these reports are a part of the System translated process. The data in the reports is the data that was entered in whatever language it was entered.

Note: Report names, heading labels, and the portal message all need to be translated into the targeted languages using language alternates. The more tailoring you do of the environment, the more time is needed to build out the event.

Mi actividad
 Email
   Mi bandeja de entrada de correo electrónico
   Mis elementos enviados de correo electrónico
 vCard
   Bandeja de entrada de vcard
   Mis elementos enviados de VCard
 Chat
   Mis transcripciones de chat
   Mis chats perdidos

 Mi Maletín
 Espacios que he visitado
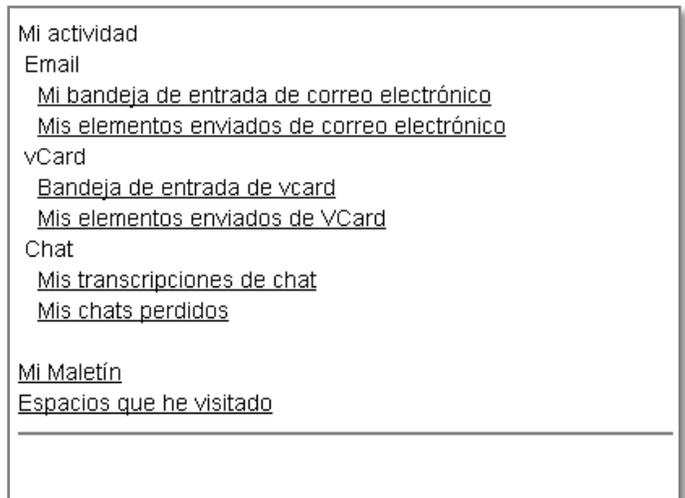
User Content

Areas of an environment where users can enter their information or messages cannot be translated via the language alternate tools or by the system. These areas include:

- Profile Information

- Blogs

- Message Boards

- Survey Responses

Language User Display

Once you have enabled languages inside your event and localized your spaces and content, you can review how the translations are displayed from the audience's view. This should be tested by the Event Host and Management team. This is an important part of the process that should be reviewed by all parties before the event goes live.

Follow the steps below to view the translations you have applied as a user.

1. Login to your event as a User (Attendee or Sponsor).

2. Visit your Profile.

3. Select a new Language value. This will log you out of the event for your language value to save.

4. Login to the Event. You should see all login pages, content, and spaces translated in the language you have selected.

Note: You can use the language links available on your VE Dashboard to also log in under each language you have available for this event.

5. Navigate the environment to ensure all areas have been translated accordingly.

6. Repeat these steps for each language you have enabled.
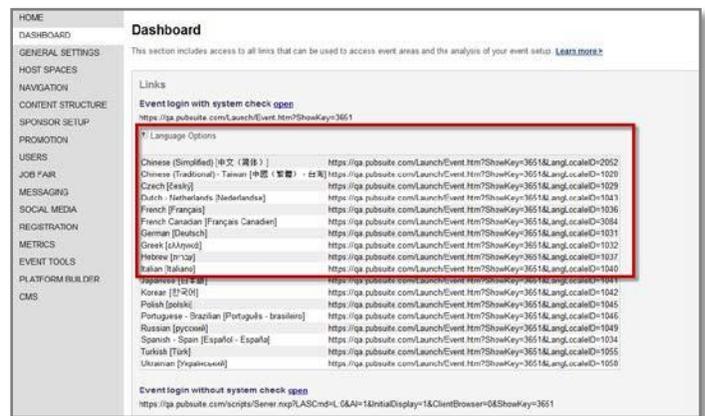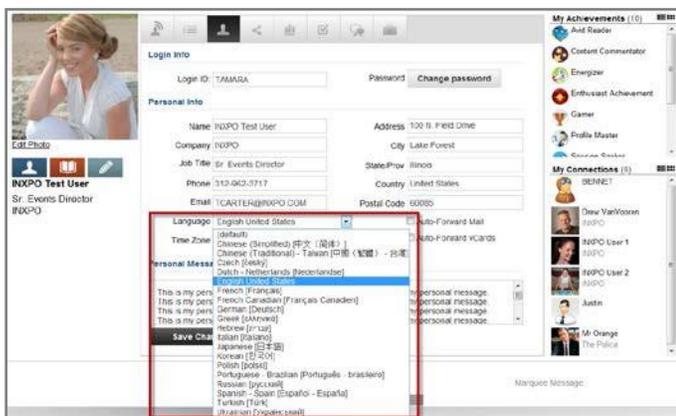
Languages FAQ

Below are frequently asked questions regarding Notified's localization features.

Question	Answer
Are there different dialects of languages that we need to be aware of?	It is important to know which languages and dialects we had translated and which ones your customer/you are requesting. The dialects (where applicable) are noted next to the languages on page 2. Version Examples: For Spanish, there are European, Latin American, and Mexican. Our platform implemented the European (Spain) translation. Portuguese can be European or Latin American. Our platform implemented the Brazilian dialect. Another example is Dutch as we implemented the Netherlands though a Belgium dialect is also spoken.
When would an event host want to use one chat translation tool over another?	Notified wants to provide a choice for our event hosts. There are no technical reasons why an event host would decide to use one On-the-Fly chat translation service over another. Both services provide conversational translation within the Notified platform.
If a sponsor wants a space in multiple languages do they have one or multiple spaces?	Either approach is available, though the recommendation is **single** Sponsor Space: **MULTI-LANGUAGE**. If using a single space/multiple languages, Search words in all languages supported by the sponsor are to be entered.
Can I use an automated tool to do my translations?	**Yes**: Using translator tools like Bing or Google allows a user to type in a word and translate it to a single language per request. Please note that these translations are viewed as being conversational and not as accurate as the platform-provided translations.
What is the customer responsible for with languages?	✓ All content (text, graphics, video) placed into the Event must be translated and verified by the customer ✓ All custom pages must be translated and verified by the customer. Custom

	examples include; Login, Registration, Microsites, and all e-mail publications. The customer is to review all of their translated content to ensure it is correct.
Can a customer modify system-translated values?	**No**: System-translated values are platform-wide and all customers see the same translations. Dynamic data is where the content is specific to a given customer/Event. Just as the English wording in the platform is fixed and not changeable so is the case with translated values.
Is there a language demo available?	**Yes**: Sales will provide the language demonstrations (Spanish, Japanese) and discussion around how language is implemented.
Will a localized Event take longer to produce?	**Yes**: We suggest adding 30% more time to the overall production timeline, so start earlier.
Will other languages be added?	Currently Notified supports 26 languages including English. Over time, other languages will be added based on market demand.
Who does Notified use for localization?	Notified uses the translation service Welocalize.
Does Notified have toolbar labels and tooltips from its templates pre-translated	**Yes**: VE customers can select event templates from the Notified master library to create new events. Each of those events has default labels for the toolbar (e.g. Home, Theater, Lounge) and where applicable in the toolbar pull-downs (e.g. Spaces - Exhibits, Theater, Meeting Rooms). The customer can still change the standard translations using Language Alternates.