

GOOOOOAL

LESSONS IN LOCALIZATION AND GLOBAL RELATIONSHIP BUILDING

By Meredith Getachew, Global Wordsmiths



Tuesday, August 11, 2026



3:00 PM – 4:00 PM EST



global wordsmiths

Presenter

Meredith Getachew



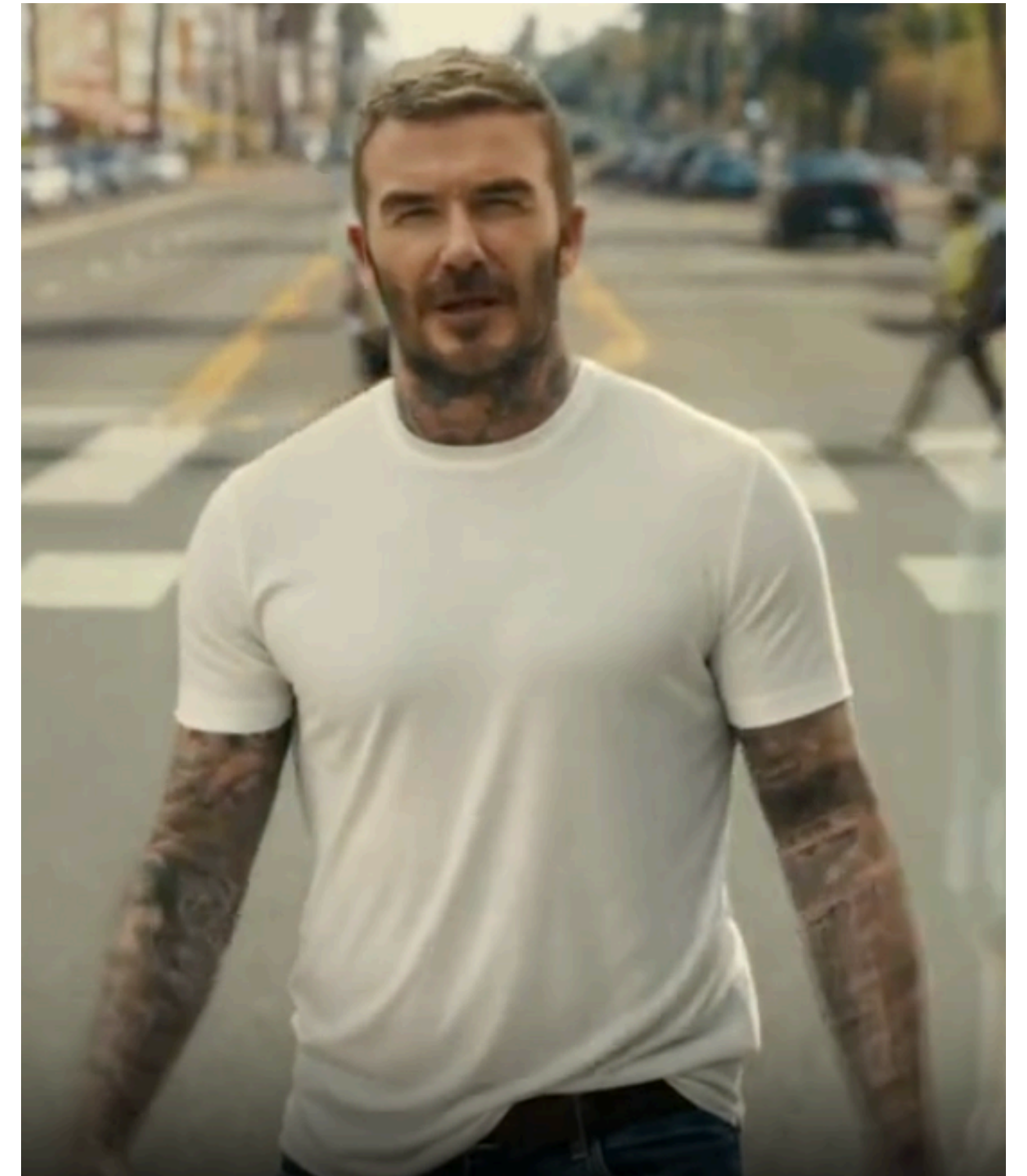
Senior Director of Sales



global wordsmiths







48

Teams

16

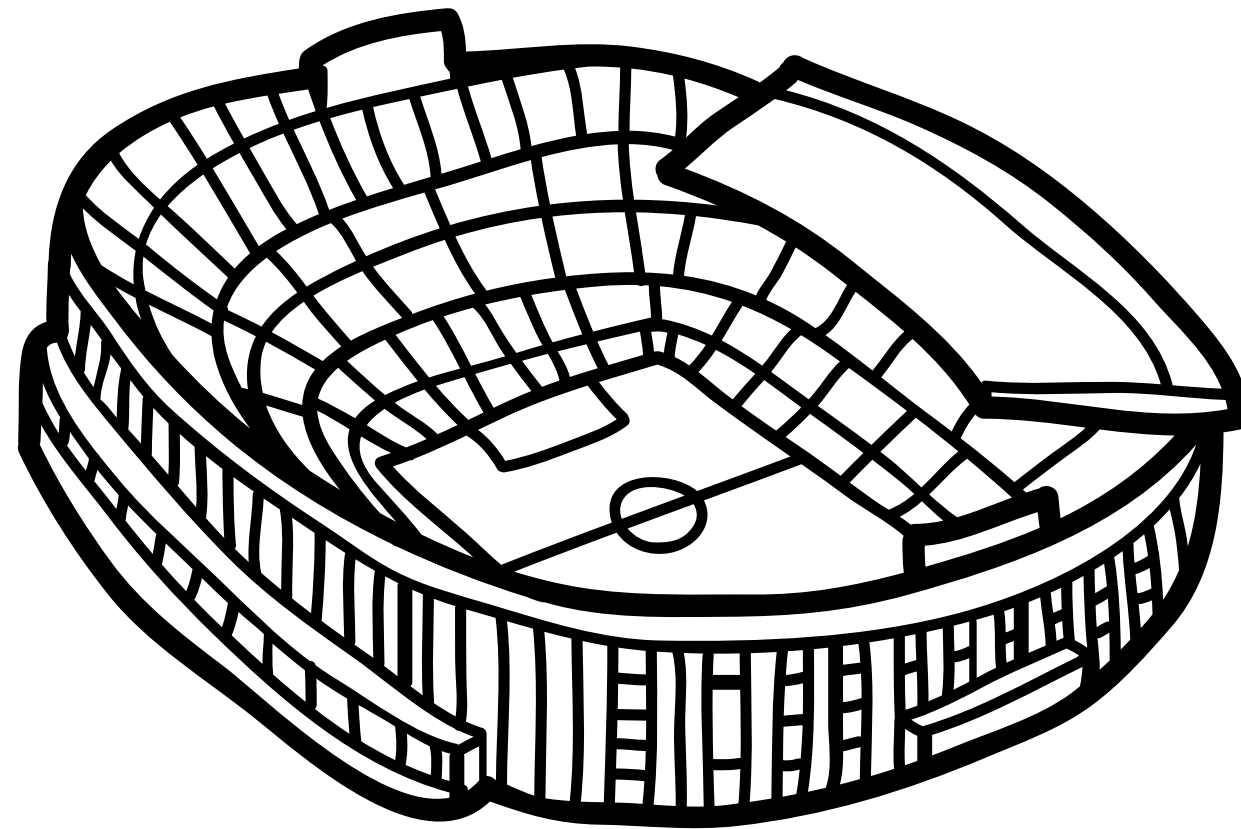
Host Cities

3

Host Countries

104

Matches



Objectives

- Understand the importance of cultural "values" in global business and why language matters
- Identify localization and cultural considerations
- Prepare digital and print content for multilingual audiences
- Strengthen client and prospect relationships with effective localization strategies



The background of the slide features a blurred, teal-toned image of a workspace. It includes a desk with a pen, a notepad, and an open book. The text "Cultural Values" is centered over this background in a large, white, sans-serif font. The entire slide is framed by a solid orange border on the left and right sides.

Cultural Values

Who was Geert Hofstede?



What is culture?

“the collective programming of the mind which distinguishes the members of one group or category of people from another”

– Geert Hofstede

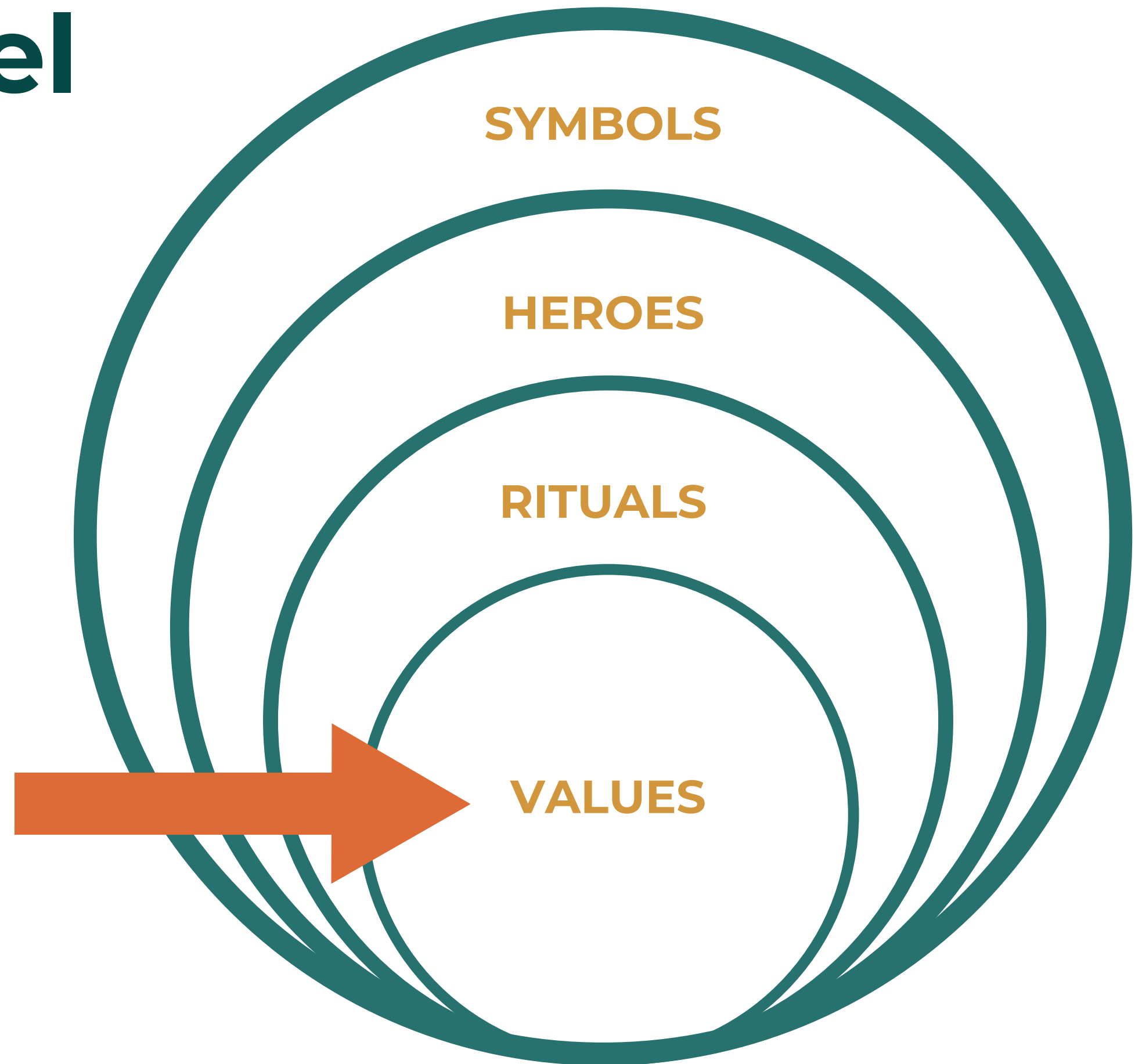




Hofstede's model of culture

Culture is the filter in which we perceive, evaluate, and judge:

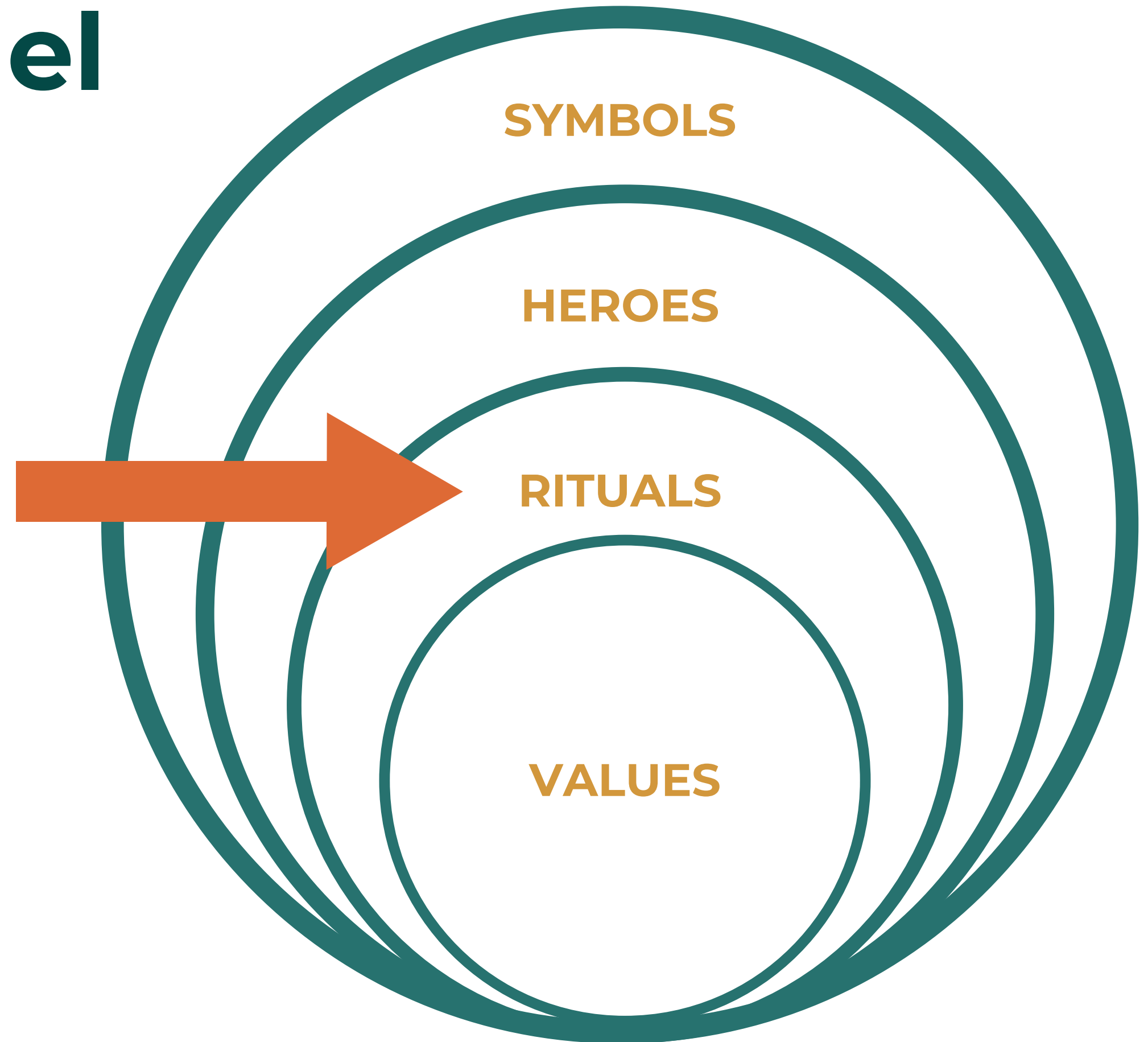
- Right or wrong
- Good or evil
- Abnormal or normal
- Dangerous or safe
- Forbidden or permitted



Hofstede's model of culture

Rituals:

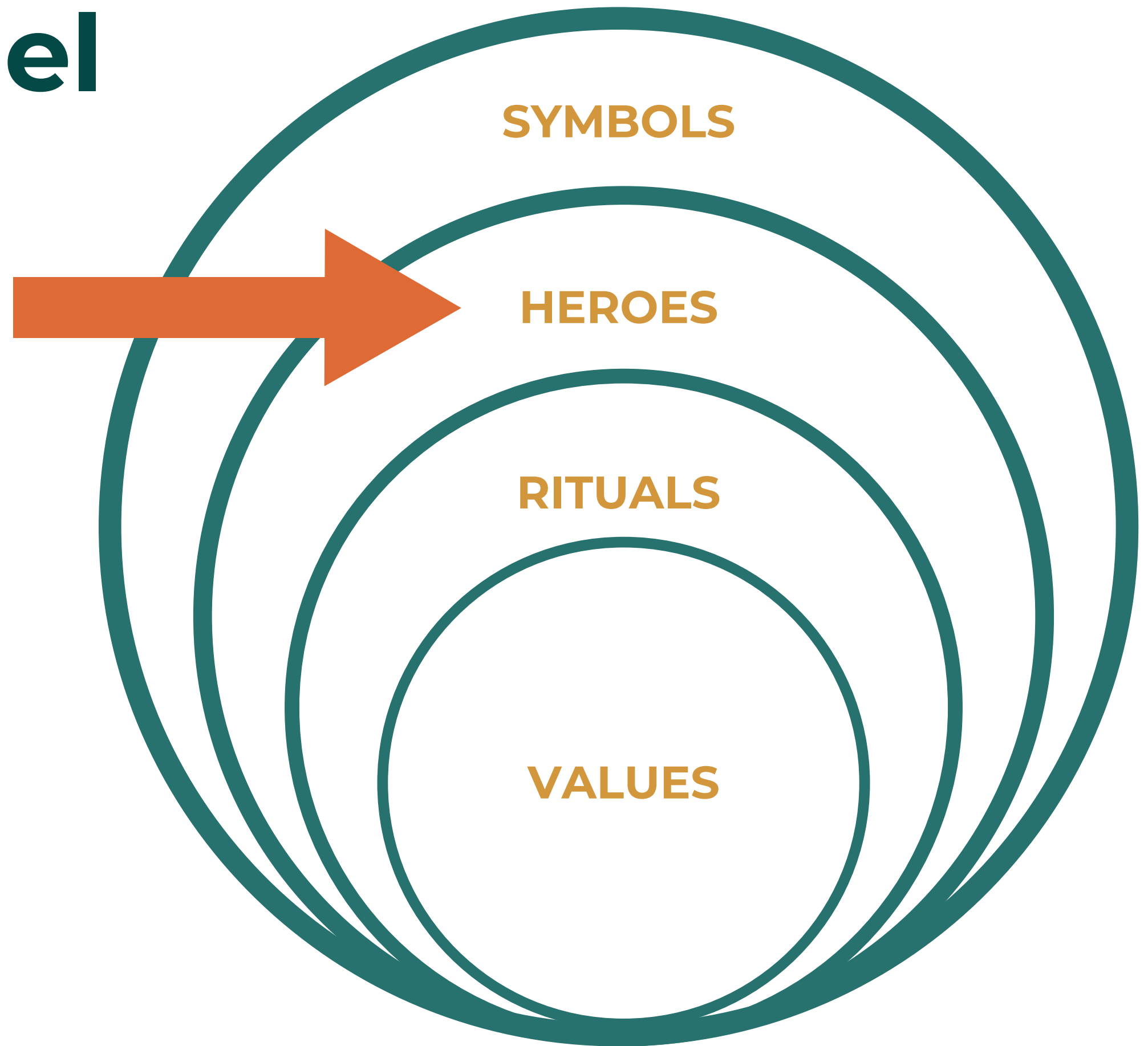
- How we interact with each other
- What we do
- How we act



Hofstede's model of culture

Heroes:

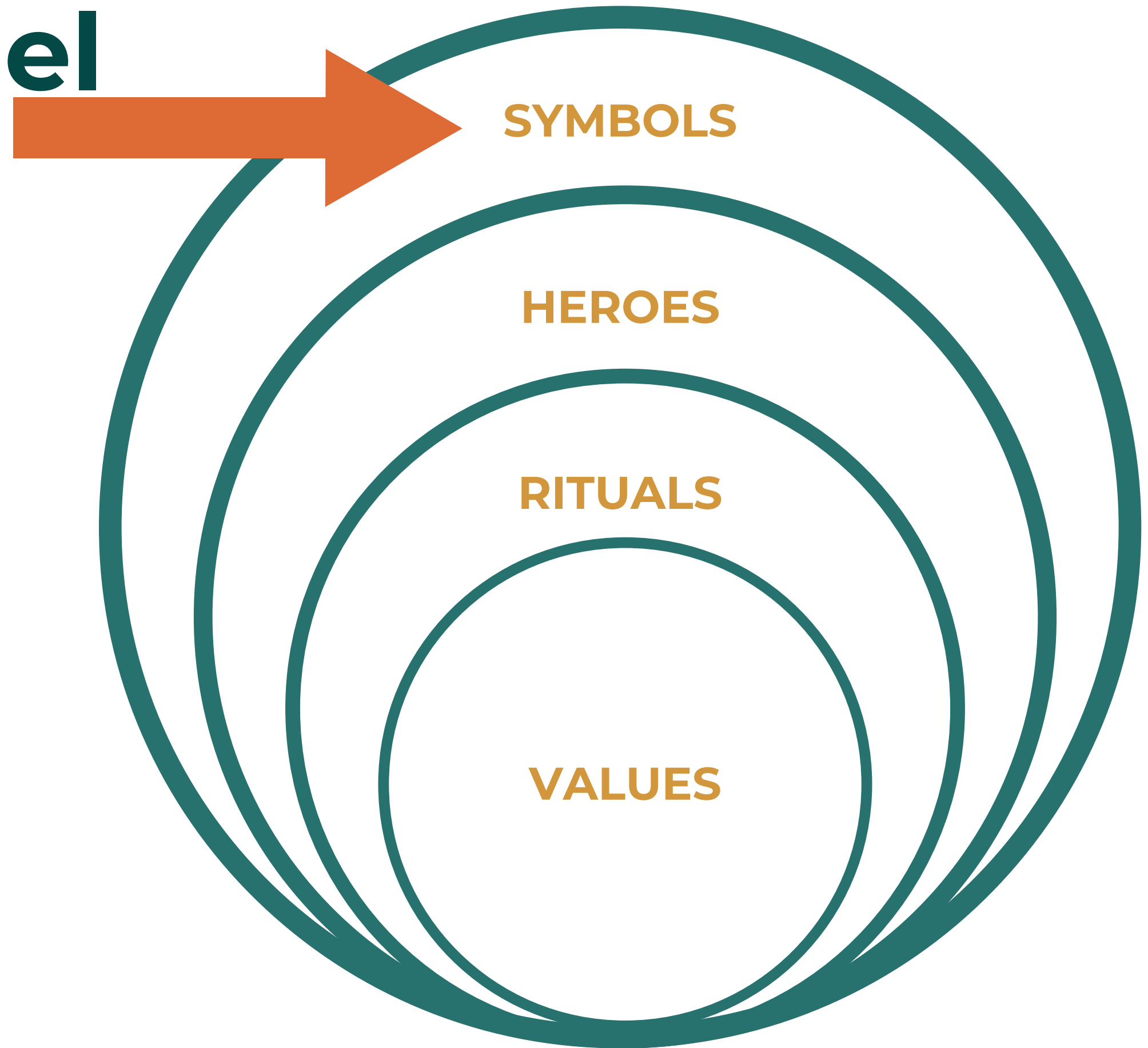
- The people we look up to
- Athletes
- Actors
- Politicians



Hofstede's model of culture

Symbols:

- Food we eat
- Art we admire
- Way we dress



LANGUAGE



“Culture” Iceberg



Language

Symbols

Heroes

Rituals

Values







Intro to Localization

What is localization?

Localization is the cultural adaptation of content, products, or services to appeal to different audiences, usually from different countries.

Localization goes far beyond simple translation in:

- Language and different dialects
- Cultural nuances and sensitivities
- Date, time, measurements, and currency



Examples of localization

Tangible:

- Company websites
- Marketing materials such as catalogs, brochures, flyers, magazines, presentations, packaging, product offerings, logos, symbols, videos, etc.
- Maps and wayfinding signage
- Manuals and product specs
- App interfaces

Intangible:

- Religion, politics, gender, idioms, gestures, body language, and emotions

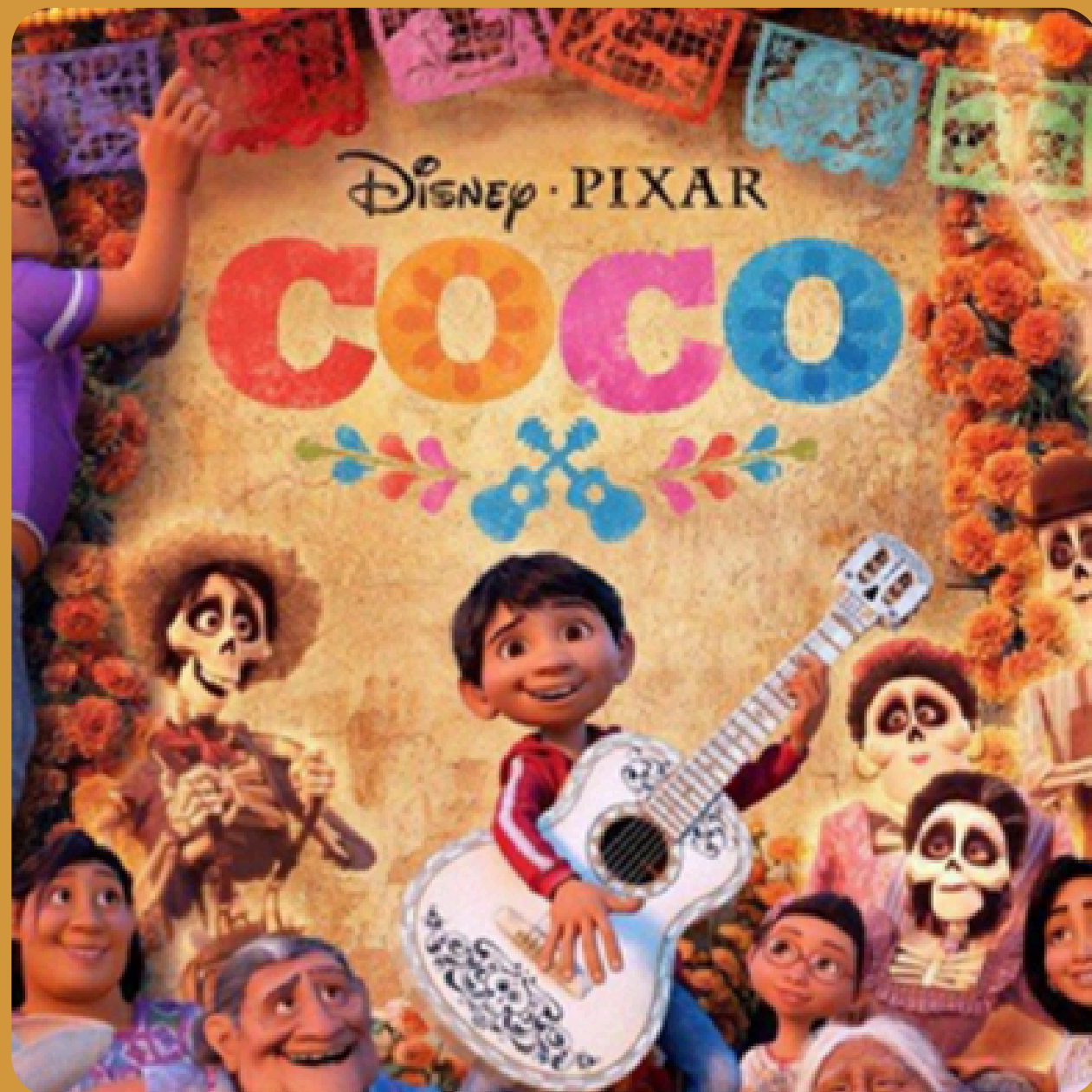




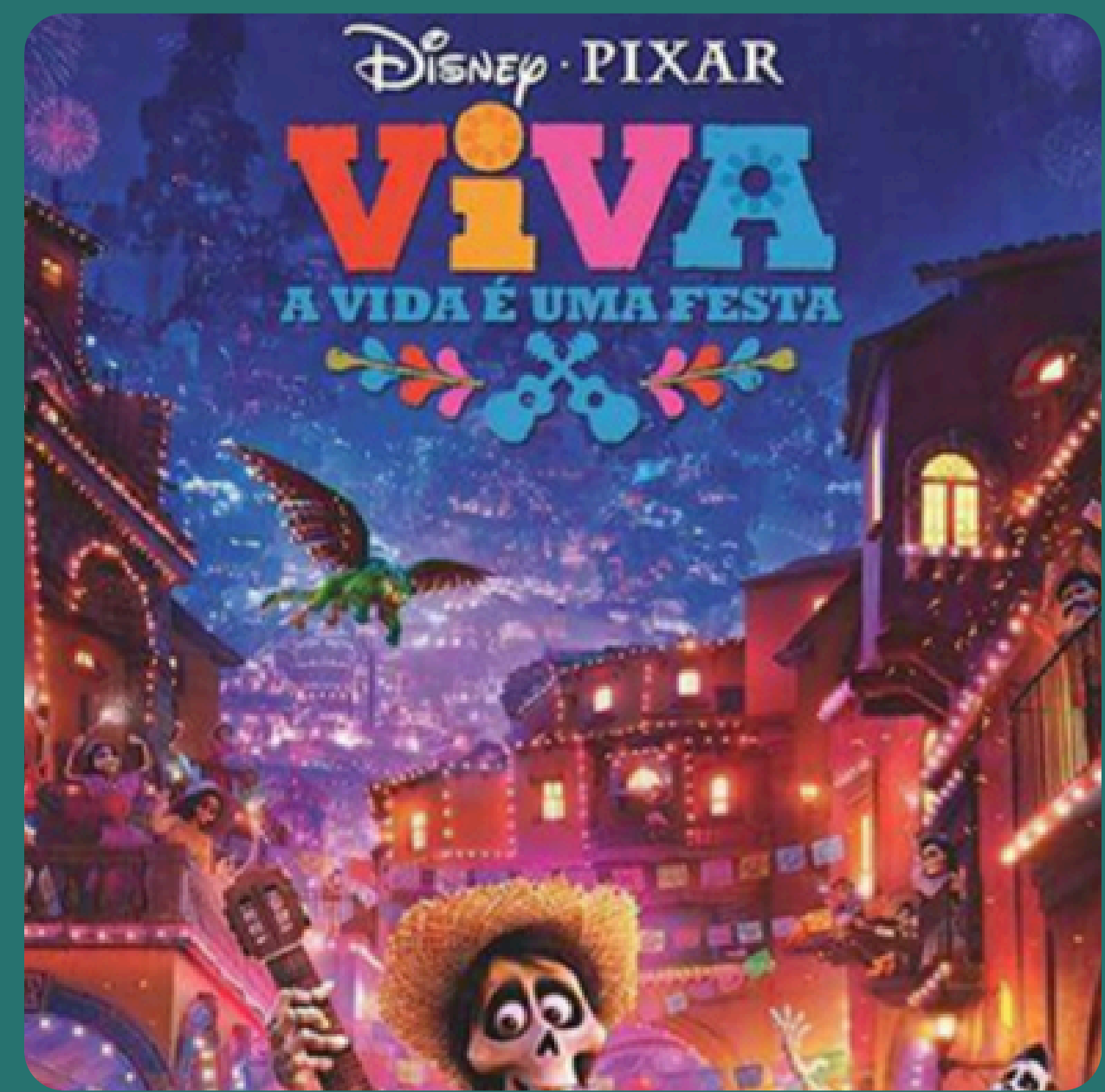
Disney

Source: www.disney.com

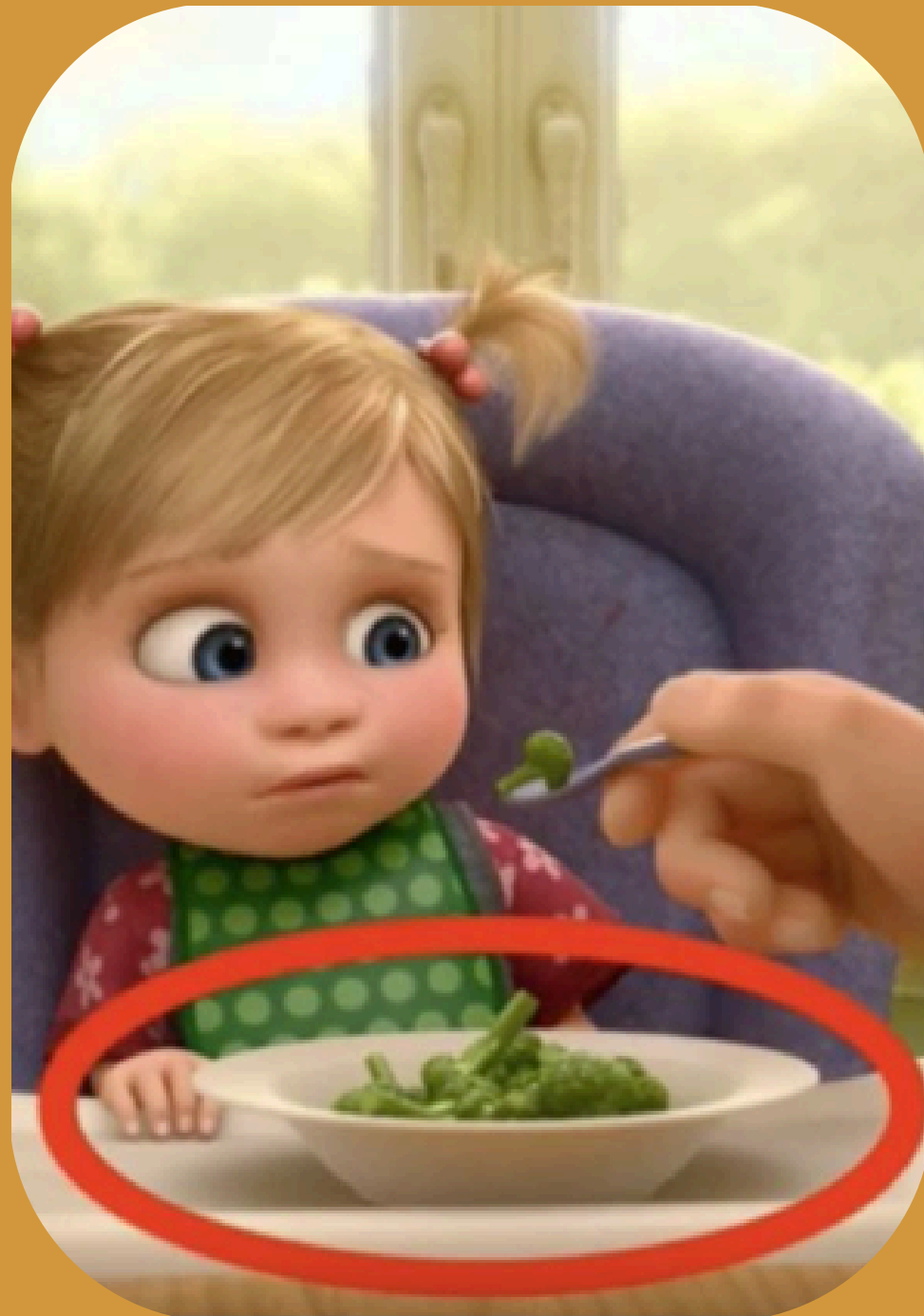
Worldwide



Brazil



U.S.A



Japan





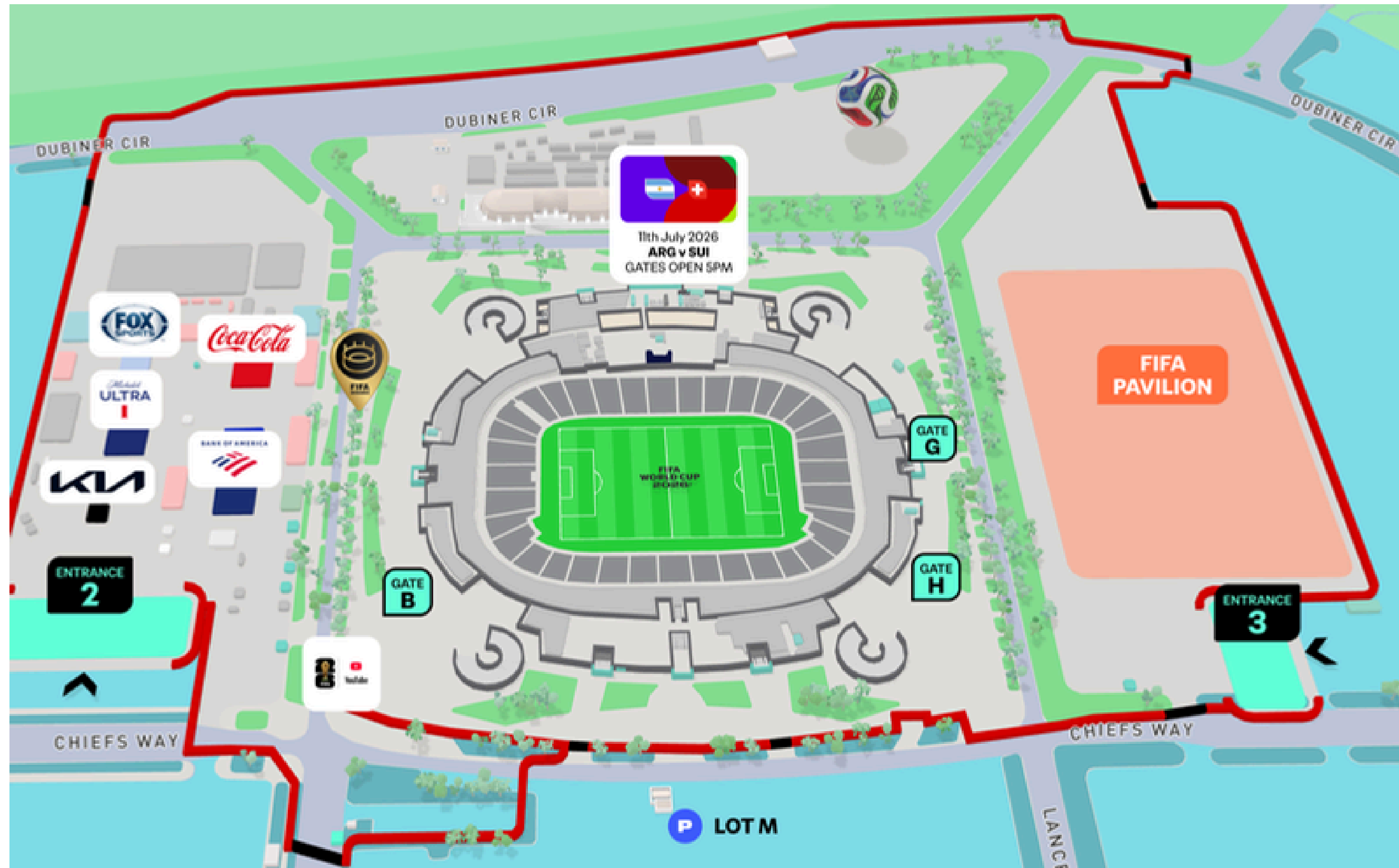
Intro to Internationalization

What is internationalization?

Internationalization is a marketing strategy that involves making products and services as adaptable as possible, so they can easily enter different international markets.

The goal? To be as culturally neutral as possible.

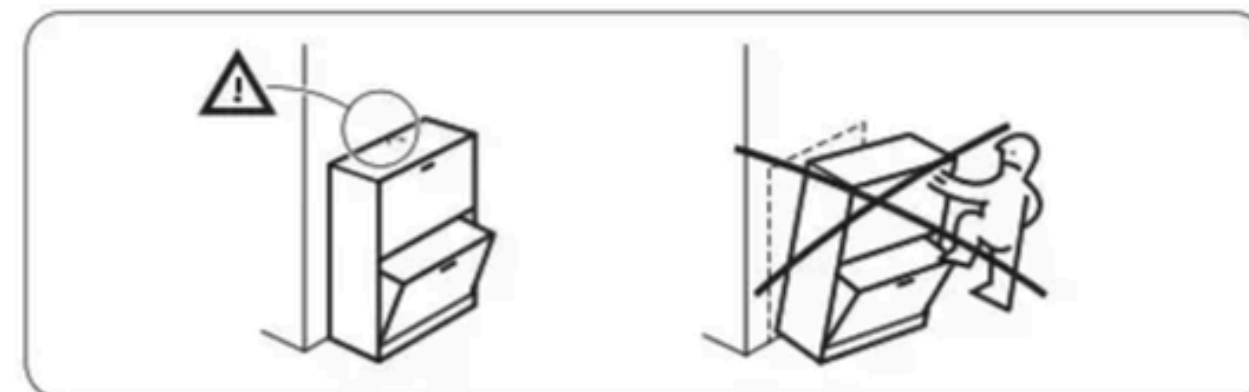
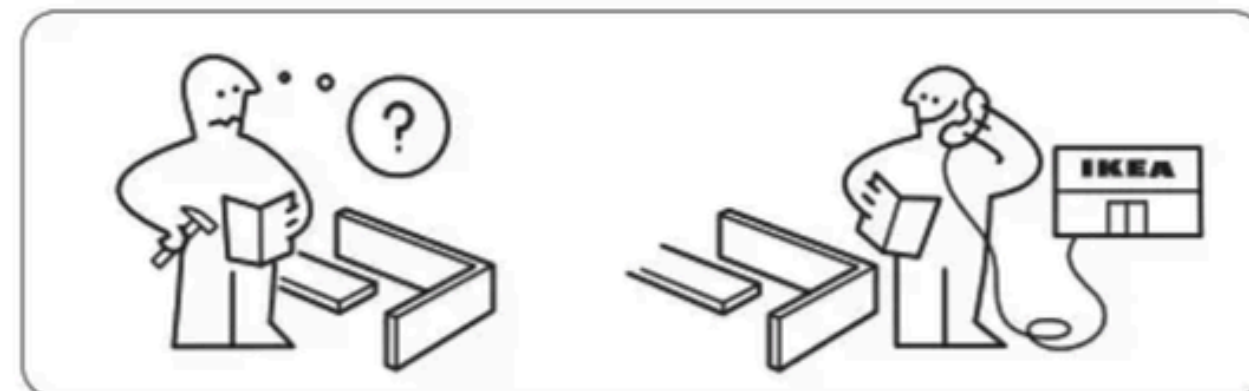
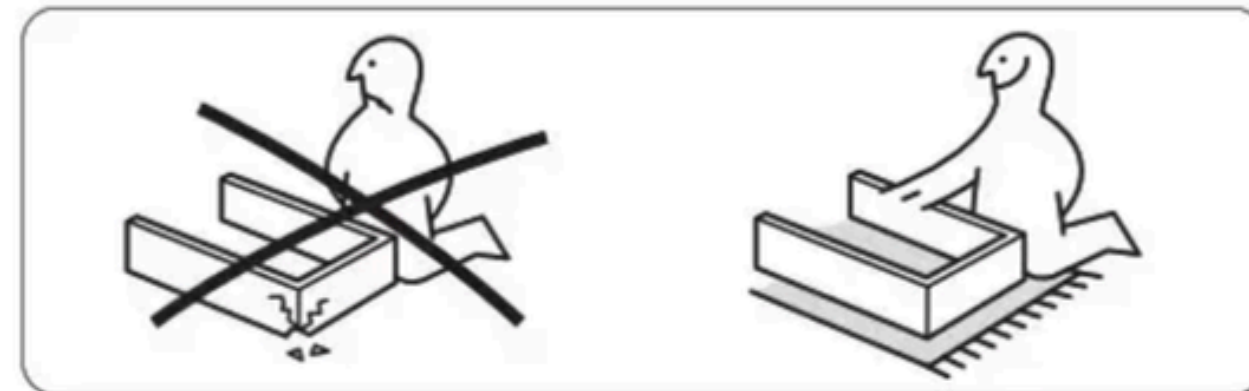
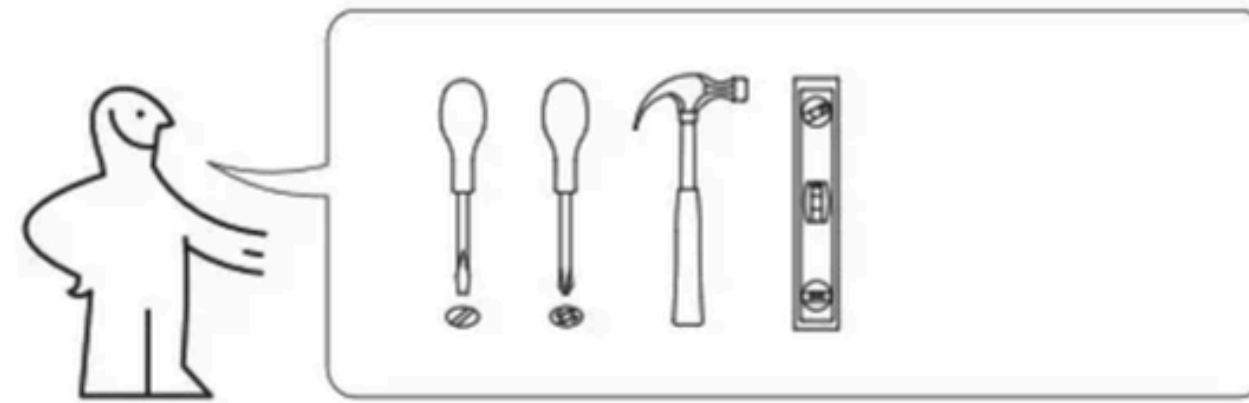






A photograph of an Ikea warehouse interior, showing high ceilings, industrial shelving, and numerous cardboard boxes stacked on pallets. The image is overlaid with a semi-transparent teal color. In the center, the word "IKEA" is written in a large, white, sans-serif font. Various signs and price tags are visible throughout the warehouse, including aisle numbers and product prices.

IKEA



The background of the slide features a stylized world map in a light blue hue. Numerous pushpins in various colors (blue, green, yellow, brown) are placed across the map, representing different geographical locations. Thin black lines connect several of these pushpins, forming a network that suggests global connectivity or a digital communication infrastructure. The overall aesthetic is clean and professional, with a teal-to-orange gradient border on the left and right sides.

Creating Content for Multilingual Audiences

How to create content for multilingual audiences



Determine your audience



Learn about your audience



Create multilingual-friendly designs



Translate and localize the content



Testing and quality assurance

1. Determine your audiences

- What is your product?
- Who are you selling to?
- How are your competitors selling?

NOTE: Unless you're selling in a native English-speaking country and/or your products are specifically in Finance, you need to create content for multilingual audiences. Why? Because language still leads to the heart of the value system. Need another reason? Because your global competitors are localizing their materials.





2. Learn about your audiences

- Do your research but be aware...
AI doesn't understand values.
- Use AI to generate a list of the heroes, rituals, languages, and facts, but keep in mind, ***humans sell to humans. This is where AI falls short.***



Example

Product information

The ice pack is comfortably suitable for soothes sore muscles, bruises, sprains, and also reduces arthritis pain, and inflammation. Great for muscle aches, knee pain, neck pain, shoulder pain, back pain and sports injuries. It contains gel beads of massage, the ice pack with breathable plush backing is made of gel beads in medical grade, 100% pressure testing, no break, no leakage, long life time. These gel packs are FDA registered, latex free, and non-toxic, enough for the whole family and a must for any first-aid kit. The Cold Packs are recommended by Physica Therapists, Doctors, Sports Trainers and Chiropractors.

MATERIALS:

- Material for pouch:0.3mm thickness PVC
- Material of plush backing: 100% polyester
- Material for gel beads: 35% glycerin, 5% sodium polyacrylate, 60% water;

HOT & COLD THERAPY:

USE COLD to relieve all kinds of pain, aches, swelling, bruises and related discomforts. USE WARM to relive chronic injuries, aches and discomforts.

HOW TO USE:



COLD THERAPY-simply place the ice pack in the freezer for at least 30 mins. For better effect, the best freezing time is 2-6 hours. You can also store it in the freezer when not in use.



WARM THERAPY-heat the ice pack in microwave for 20s, if the temperature is not enough, reheat it in 10-15 seconds intervals.

NOTE:

The ice pack will last for years, but you should not overheat in microwave or leave in direct sunlight as this will shorten its effectiveness. External use only. Hand wash only. Surface cleaning with a damp cloth or sponge. Discard if any signs of damage, tears or holes. Please get in touch with us for any inquiries or concerns.

bruises and related discomforts. USE WARM to relive chronic injuries, aches and discomforts.



A word about AI

AI can translate words but lacks deep cultural understanding, emotion, and nuance.

Nuances and Tone

- AI can have difficulty capturing emotional tone or formality, which may result in translations that sound unnatural or inappropriate.

Creativity and Transcreation

- AI struggles with marketing, branding, and emotional storytelling.

Languages with Limited Data

- For languages with fewer available data resources, accuracy will be lower because of fewer datasets.





Global Wordsmiths'

Language Creative Department



A specialized department that encompasses “LangOps,” translation, and localization, with emphasis on guiding our clients through every step of the way.

3. Create multilingual designs

Use Flexible Design for Text Expansion

- Different languages may require more or fewer characters than the original language.
- Design your content to accommodate text expansion, especially for web and mobile interfaces.
- Ensure that layouts are flexible enough to handle right-to-left (RTL) languages such as Arabic, as well as left-to-right (LTR) languages.

Use Clear, Accessible Visuals

- Use universally recognizable symbols and images that cross language barriers.
- Consider using infographics, icons, and videos to convey complex ideas visually, especially for B2C audiences and Production and Assembly Workers who may have varying literacy levels.



3. Create multilingual designs cont.

Research and Implement Language Switching Options

- For websites, apps, or digital platforms, make it easy for users to switch between different languages. Ensure the language toggle is clearly visible and accessible.

Focus on Optimizing Mobile and Digital Platforms

- Design for mobile-first. Many multilingual audiences primarily access content on mobile devices. Ensure your content is responsive and works well on all screen sizes.



3. Create multilingual designs cont.

Use SEO/GEO Best Practices

- Secure your international domain names
- Optimize content for search engines in different languages by conducting keyword research in each target language. This ensures that your content is discoverable in local searches.

Localize for your market; **tires** are:

llantas in Colombia, Mexico, and Peru

cubiertas in Argentina and Uruguay

cuachos in Venezuela

neumáticos in Chile and Spain



4. Translate and localize

- Identify what to translate and localize.
- Pick the right "partner" that aligns with your company's values *and* quality standards.
- Quality standards:
 - Who is translating your materials?
 - What qualifications do they have?
 - What tech systems are they using?
 - Are they being paid fairly?



A word about distributors

- Who is translating your materials? Are the translations done by a professional linguist? What are their qualifications?
- How will your distributor ensure consistent terminology?
- What language technology systems are they using and how are they honoring your security and privacy protocols and regulations?
- Who "owns" the translations?
- **Does your company feel comfortable giving its most valuable marketing assets to someone outside the company where there will be little to no control?**



HIGH LOCALIZATION PRIORITY

1



**Marketing
Materials**

Localization: Human
Translation

QA: 100% Review

HIGH



Software / App

Localization: Human
Translation

QA: 100% Review

HIGH



**Regulatory/
Safety Labels**

Localization: Human
Translation

QA: 100% Review

HIGH



**Legal
Disclaimers/
Documentation**

Localization: Human
Translation

QA: 100% Review

HIGH



**Product
Documentation**

Localization: Human
Translation

QA: 100% Review

HIGH



HIGH LOCALIZATION PRIORITY

1



Marketing Materials

Localization: Human Translation

QA: 100% Review

HIGH

What You Need to Translate

Focus on specific content that resonates with users

Helpful content to help drive leads for products & services | % of business executives 2023

	USA	UK	Germany	Japan	Brazil
Case studies	29%	34%	28%	29%	31%
Webinar	27%	27%	27%	24%	24%
Testimonials	27%	29%	47%	44%	37%
Buyer guides	21%	24%	16%	17%	25%
Whitepapers	20%	17%	17%	15%	44%
Infographics	18%	17%	18%	10%	17%
ROI calculators	17%	13%	11%	17%	28%
Brand editorial figures	11%	12%	8%	18%	13%



Source: Direct Online Marketing, Webinar August 2025. Google Analytics

MEDIUM LOCALIZATION PRIORITY

2



**Operating and
Maintance
Documentation**

Localization: Human
Translation

QA: 50-70% Review

MEDIUM



**Training and
Customer
Support**

Localization: Human
Translation / AI +
Human Editing
QA: 50-70% Review

MEDIUM



**Technical
Documentation**

Localization: Human
Translation
QA: 80-100% Review

MEDIUM



LOW LOCALIZATION PRIORITY

3



Customer Satisfaction Tools

Localization: AI + Human Editing / AI

QA: Human PE

LOW



Recruitment and Employee Onboarding

Localization: AI + Human Editing / AI

QA: Human PE

LOW



Social Media

Localization: AI + Human Editing / Human Translation

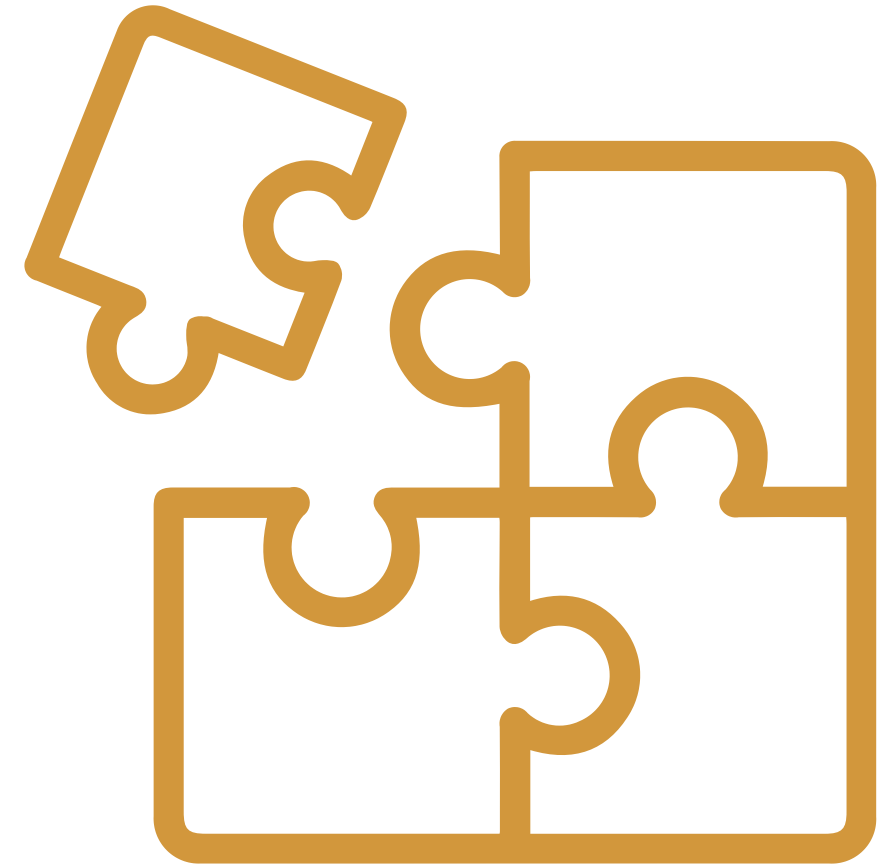
QA: Human PE

LOW



Effective solutions

- Trade show materials
- Subtitles in marketing and product videos
- Business liason interpretation



5. Testing and quality assurance

Test Content with Native Speakers

- After translation and localization (EVEN IF YOU ONLY HAVE AN AI PLUG-IN), have native speakers who are familiar with your product/services do a language review and test the content to ensure clarity and cultural appropriateness.

Check for Cultural Sensitivity

- Review content for any cultural missteps, such as inappropriate imagery, symbols, or messages that could offend or alienate specific cultural groups.



Real-world Scenario



Real-world Scenario



“More than just a game”



The background of the slide features a photograph of several hands raised in the air, typical of a classroom or meeting environment. The image is overlaid with a semi-transparent teal color. The word "Questions?" is centered in a white, sans-serif font.

Questions?

Thank You!



Our Website

www.globalwordsmiths.com



Telephone

412-945-0370



Email

meredith@globalwordsmiths.com