

# I18n Workshop Silicon Valley Program

## November 5th, 2019

Session	Speaker	Start time	Duration	Description
Open doors	All	10.00 am	30 min.	Coffee and networking.
Welcome	Anna Schlegel	10.30 am	5 min.	Anna Schlegel welcomes the audience to NetApp on behalf of Women in Localization.
Welcome	Jill Goldsberry	10.35 am	5 min.	Jill Goldsberry welcomes the audience on behalf of VistaTec.
Welcome to i18nWorkshop	Patricia Paladini Adell	10.40 am	10 min	Why i18n Workshop? Why digital products? Why the Shift Left approach?
Shift left approach to I18n	Patricia Paladini Adell	11.50 am	45 min	Digital product localization in an Agile environment can become a challenge. One of the typical problems is source code not being ready for localization. In this session, we will present a Shift Left approach to digital product localization, which requires implementing best practices in the development or marketing team for coding i18n-compliant digital products. The end goal is seamless localization execution without the heavy workload at the end of the traditional localization process. Participants will learn about the requirements for digital product i18n, i18n best practices for developers and practical advice on how to raise awareness of i18n across different teams.
Agile & Continuous localization	Igor Afanasyev	11.35 am	45 min	Types of localization processes: <ul style="list-style-type: none"> <li>- Manual localization as a baseline for comparison.</li> <li>- Automated localization (typical approaches and their pitfalls).</li> <li>- Continuous localization (what is the difference in tools and processes, and what tools to choose).</li> </ul> This session will show how the continuous localization process works with Serge and Zing (including real-life examples of a project, it's configuration, how it looks in the translation UI, and how everything magically gets synchronized in both

				directions).We will start with something small and then try adjusting the configuration, adding some functionalities to see how it all works.
<a href="#">LUNCH BREAK &amp; Networking</a>		12.20 am	1h	<a href="#">At the NetApp cafeteria. Sponsored by VistaTec.</a>
NetApp G11n setup	Edith Bendermacher	1.30 pm	30 min	Overview of NetApp L10n setup.
Finding the right definition of ROI for your organization	Jose Palomares	2.00 pm	45 min	Jose Palomares will review a few models and success cases for different types of activities (internationalization, localization and shared services) and different types of organizations such as start-ups, multinationals and vendors. This session will enable you to articulate a solid, data-driven response when somebody asks you about the ROI of localization and internationalization.
<a href="#">Biobreak</a>		3.00 pm	15 min	
Global UX	Irina Rybnikova	3.15 pm	45 min	I18n is not only for developers but for designers as well. If the prototypes or designs are not ready for localization, it will cost extra time and money to deliver digital products internationally. Irina will explain why design phase internationalization is important, and how to implement it. But not only design and developing matter - localization strategy can help you to reach company goals. This strategy involves many roles and teams within the company. So we'll speak about cross-team communications too.
<a href="#">Q&amp;A</a>		4.00 pm	50 min	
<a href="#">Closing remarks</a>	Patricia Paladini Adell	4.50 pm	10 min	
<a href="#">End</a>		5.00 pm		