BoostCast EP 6_Final

■ Wed. Mar 12, 2025 2:14PM ■ 59:11

SUMMARY KEYWORDS

Vamos Juntos, language services, Latin America, Mexico City, AI, language access, translation, interpreting, localization, industry growth, conference workshops, networking, cultural differences, executive orders, technology adoption.

SPEAKERS

Speaker 2, Eddie Arrieta, Ewandro Magalhães, Dieter Runge, Charles Campbell, Speaker 1, Speaker 3



We're going to talk about the recent decision to make English the national language of the United States. We're going to talk about Al. We're going to talk about Latin America and the Caribbean.

Dieter Runge 00:18

Welcome everybody to boost cast. Thank you so much for joining me today. We are assembling a crew about a week and a little bit ahead of the vamos juntos conference in Mexico City happening and joining me today. Charles Campbell, President and Founder at TVO translation back office and founding member of juntos, which is the Association of language services of Latin America and the Caribbean. Also a board member there joining Charles Campbell is Eddie areta, who joins us from cincinnajo, Colombia. Eddie is a CEO at multilingual media, a noted conference speaker, and someone who can often be found at various language industry related events. So Eddie, thank you for joining us and evangels who joined us from the greater Seattle area. Vandro also a industry veteran, co founder and former chief language officer at Kudo, presently a global language strategist with nimsy insights, a TED author and speaker and noted, noted conference and keynote speaker who can also be found frequently at events around the globe, and all of these folks will be gathered in Mexico City with me, and lots of very happy people, happy people to be in Mexico City at the Vamos juntos conference starting in about a week's time. I thought we would just sort of jump in with the basics, Charles, we're going to throw it to you first. Thank you, gentlemen. By the way, thank you all for joining me and making the time to join us here and talk about the event, but lots of things I want to cover and yeah, let's just jump in trust. Can you give us, like, maybe just give a brief history of vamos juntos, you know, the creation of this event, how it's evolved. It's a first edition. You know what? What inspired the creation for, for Vamos. Maybe give us a little bit respective on, on vamos juntos.



I So thank you, Dieter. It's a pleasure to be here today. Buen estados buenos dias, I don't know, depends on what part of the planet you're on somewhere. It's happy hour, but it's not happy hour for me.

<u>^</u> 02:56

Now he's happy. How did this

Speaker 1 02:57

all get started? So about after the booth, Booth cast, that's right. So about two years before the pandemic, I started calling translation, interpreting and localization companies in Latin America, saying that we should form a regional association that would represent the interests of companies in the industry in Latin America and the Caribbean. And a lot of people freaked out when I called them, because they could have been my competitors, or rivals, or whatever you want to call it. I don't really care about any of that, so I just called people called Turkey, sent a whole bunch of emails and got a lot of really positive responses, other than one or two that freaked out and didn't want to take the call, but reached out to people and I did, like some Sherlock Holmes research on Translation companies, especially in Central America, which were harder to find. I mean, there's there's countries in the region which have a very high visibility industry, like Argentina and Brazil in particular, and then other countries where it's really you have to dig to find the companies. They're there, they're just not that visible. So that's how it all got started. And then the pandemic hit, and we were facing headwinds in terms of getting anywhere, because we didn't know each other. I didn't know any of the other board members. We couldn't travel. So then we we met in Lima Peru in May of 2022 and said, We gotta get the ball rolling. You know, this is just not going anywhere. And we agreed to have our first summit in vamos juntos in Rio de Janeiro, Brazil, in March of 2023 and it was a bit of a role that. Ice. You know, the pandemic was still in there. As it happened, there was an attempted coup in Brazil, like two weeks, do, two months before the event, which freaked everybody out, but actually meant that the drinks were on the beach were much cheaper when we got there, because the country had a devaluation, you know, very Latin American type event, just to suddenly pop up and before you you organize your conference. But the idea was to have a face to face on site meeting to get things going so that we could break the ice, meet people. I mean, I'd already met three of the other board members in in Lima, Peru. We'd wined and dined as much as you could in the pandemic, which, which in Lima is a good place to do it, but we needed to see the wider audience, so we organized the first Lamos contos in Rio. There were 55 attendees, which I thought was amazing right in front of the beach. You know, \$100 hotel rooms right in front of the beach. It was just like, wow. You know, can't beat that. And it was such a success that did. The only negative feedback we got was that, hey, you organized it with too much short notice. So we started immediately planning then the next event, which was held in Lima Peru in March 2024, and we jumped from 55 attendees to 156 which was amazing. And famously, somebody on the board had heard someone say, many years ago, you can't organize a conference in Lima Peru. I mean, who would want to go there? I will, hello. It's a major tourist destination, well connected to everywhere in the world. But it's true. In our industry, these events tend to it's like the Olympics. Paris is getting the Olympics like they had it for the third time. You know, there's, oh, all regions of the world that have never had the Olympics, and in our industry, is the same. You know, Barcelona, the Bay Area, Seattle, maybe Portland, Dublin, you know the

events team to tend to hover around these cities, probably because there's such a large local localization community, meaning that you can get gravitas and so forth. I understand the reasoning. But for juntos, we have the objective of raising the bar of standards in Latin America and the Caribbean, fomenting the creation of national associations. You know, in Europe, every country, even Slovenia and Slovakia, have their own language Industry Association for companies, whereas in Latin America, most countries don't. So that's one of our objectives. You know, develop the industry in Latin America, make it more visible, raise the bar of standards, create opportunities for networking, benchmark, benchmarking, coaching, mentoring, learning, all the things you can think of. And the best way to do that, especially with Latin Americans, because they're very people, people, is to do it face to face. And everyone was so sick of online events after the pandemic, so it just really took off. And we, on purpose, chose to have events in places that didn't have events. So Rio de Janeiro, Lima and now Mexico City. And it's unbelievable. Mexico City is a huge metropolis. There are hundreds and hundreds of people working in if maybe not even 1000s of people working in the language industry in Mexico City and the outlying areas. And they've never had, to the best of my knowledge, an industry event involving language companies and people related to language companies, tools and manufacturers and so forth. So we're going out there and and, you know, pushing it to new frontiers. And it's really exciting. Dieter,

- Dieter Runge 08:46
 - yeah, well, I wanted to give a shout out to the rest of the board at Vamos. And it's a little coincidental that the events have taken place in some of some of their their home locations. And I love it. David Migo in Lima, of course, I know he splits his time between Miami and and Peru, but last year in Peru, what an amazing event. Sal Viega Soho, I think he's in Brazil. See, in Brazil, where's we're so I think he's in Brazil. Rafael Sosa,
- Speaker 2 09:24 he's in Mexico.
- Dieter Runge 09:29
 Roslyn, Rafael is actually in
- Speaker 3 09:31
 Portugal these days. Oh yes, I guess, I guess he moved to Portugal.
- Dieter Runge 09:38
 It's so hard to keep track of all our global Nomad colleagues, right? Last

I heard, I don't know.

Dieter Runge 09:46

Well, we'll find out when we get to Mexico City next week. Roslyn, famous, of course, and Maria Jose Alberto, routing out the board and all you know, representing regions from Latin America. There in the Caribbean. So I think it's a really great way to put together a board. What, you know, I went to the Lima event, and I got to tell you, there was just a fantastic vibe and an energy I would, I would agree, off the tail, you know, end of the pandemic, people were definitely ready to, you know, mingle and have, you know, on site meetings, but there was a special vibe in Lima that I, you know, just talking to folks that attended, everybody kind of felt it. So I think you had something special there. What's going to make this third edition of amus different than the previous years? Is there any, any new themes, or any any new initiatives, anything that is a little different this time around, or it's just sort of expanding on on the growth from the first two events.

Speaker 1 10:59

Charles well Dieter, first of all, we have four pre conference workshops. So evanro is giving one of them, and we have three others, which is a lot that's a lot of meat in one sandwich. You know, that's high caliber speakers coming from across the world that you would never normally see in Mexico City. So very excited about that. Evanro will also be giving the keynote address at the beginning of the conference. We have a lot of speakers. More speakers than ever before. We had so many people make proposals. It was just amazing. We just couldn't fit everybody in. In fact, we already have half a dozen speakers, kind of penciled in for 2026, wherever that will be. There's no underlying theme. We're going to talk about everything. I mean, we're going to talk about the the recent decision to make English the national language of the United States. We're going to talk about AI. We're going to talk about Latin America and the Caribbean. We're going to talk about a whole bunch of things, there's going to be something for everyone.

Dieter Runge 12:04

Yeah, it's, well, we live in pretty heady times right now in the language industry, lots of, lots of things to talk about. That's, that's definitely for sure, but recently, with the a lot of the executive orders that may or may not have a profound impact on the industry. I wanted to maybe just touch on. Evanro, you're going to be doing a keynote, and I love the title, inside the mind of an interpreter. What does that look like? Avandro, can you share maybe a small peek, a small peek inside the mind of the interpreter. What are we going to expect? Absolutely, I won't ask you to give away the whole the whole thing, but maybe a little sneak peek of what, what you're going to be covering in that

Ewandro Magalhães 12:55

well, first off, thank you very much for the invitation. Very happy to be here and very excited to be coming to Mexico. Your question is an interesting one, because when you think of interpreters, one thing to consider is that they spend their lives inside somebody else's mind,

so they're not very well acquainted with what's going on in their own minds. And it's it's what makes it harder for everybody else to kind of understand where they're coming from. So what I'll be touching on is, you know, the the proverbial reaction that people have when dealing with interpreters, and the knee jerk reaction, which is to say, Oh, these, these people are difficult now, they're, they're, they're a bunch of, you know, special professionals and so on. I will submit that there is a reason. There is something in what you do as an interpreter, the position you place to end the room, the fact that you enjoy the the limelight for 20 minutes, and all of a sudden, when the lights go off, you are the waiter. Pretty much. You are just support, right? It looks like you become a member of the club for 20 minutes, but in fact, you're not so and that plays with people's minds in a very funny way. Also, it's a very high stress occupation, interpreting. You walk into a booth, never knowing what people are going to talk really about how fast they're going to go, if the accent is one that you are familiar with and the potential of your making a mistake and being held accountable for that mistake is always there. Of course, you develop the coping tactics and you have ways to navigate that, but it's always a high stress situation, and people deal with stress differently. And I will bring a few very you know, real case scenarios to kind of position you in front of an interpreter who is exhibiting a behavior that you would totally try to dismiss if talking to somebody normal, but once you understand where they're coming from, it makes it easier to assemble large teams of interpreters. And I've traveled the world. With as many as 100 interpreters for three weeks back to back. And it's it's a it's a handful, but there are some brilliant things in that mind. I can tell you that

Dieter Runge 15:11

I couldn't agree more, and you're absolutely right, the cognitive load that the interpreter needs to onboard, I think people underestimate that experience and that reality and and, you know, the professional interpreters make it seem so seamless, but you are really sort of the in the in the in the nexus of, of all the communication and onboarding, everything that's happening in that moment, right? So a lot, lot a lot of things to to talk about and unpack in terms of the care and feeding of interpreters in this industry. So I'm excited to join you at that keynote really quickly on your pre conference workshop structured guide on how to streamline and scale your interpreting operations beyond any guesswork what uh, without giving too much away again, what are some of the common pain points you'll be addressing in that workshop?

Speaker 3 16:07

That's it. That's a very hands on kind of approach to a question I get every time when I do consulting work, these are usually LSPs, who are totally familiar with how to handle translation work close and they try to apply the same logic to interpreting and it doesn't work. Again. Part of the reason is what I'm going to cover in the keynote. But there are many oddballs. There are many different situations that you need to be prepared for. And what I have noticed is that some of the LSPs, even the large ones, they stick to OPI and VRI and so on in the tackle, for example, conference interpreting RSI, even machine interpreting, for lack of an understanding of how you could actually set those things up for success. So I'll try to kind of provide a road map as to if you're building an interpretation department, or if you want to increase your margins, or if you want to really deal with that side of the operations in a very specific and profitable way. I'll try to point the way.

Dieter Runge 17:14

Fantastic. Well, pretty excited about the pre conference workshops. Charles, you and the team have really put together really nice itinerary of of diverse topics, and we'll look forward to to checking out all of them when we're there. Eddie, I need to, I need to ask you, you know, you've got a panel coming up at Vamos, and you've got some some top localization program leaders from a number of major globe companies on your panel, and what are some of the key challenges and opportunities that you try to explore with them? What's what's going to happen in your panel? What do

Eddie Arrieta 17:56

you think is going to happen? Well, first of all, thank you, Dieter for for the invitation to talk about vamos juntos, what we're gonna do there. Hello to Charles a one row everyone in your audience. And you know, if this panel can be just a small projection of the whole schedule, I hope you listen, because I was so surprised by the caliber of the guests that we're gonna have, not only in this panel, but in the rest of the activities. And before I get onto that, I have to say a great job once again, by the vamos juntos, by the Juntos Association. I was there in Rio, I was there in Lima, and now I'm gonna be there in Mexico. And now I feel like I never miss it. So that's the risk. So if you're considering taking that domestic flight from the US, be very careful, because you might like it a little bit too much. And I'm talking about the opportunity to connect with people, but also to have this amazing content. I'd say even day one, yes, we start with a one drop, but we have Luis Miguel from advantage, talking about LSPs growth and services. We have a networking session with Dieter, and we have, you know, Carla, Varga and Karina talking a little bit about some of the strategic partnerships, which we will talk upon the day after. It's I could go on on day one, and we are in the afternoon on day two. I'd say it's very difficult to think about any of those sessions with any other adjectives other than like amazing and very well thought out. For the one that we're doing. We are talking about language service buyers. We have Salesforce, the Rotary Club, Korn Ferry, meta Copa, incredible. One of the things that you know, and we've been having conversations for the past few weeks about the panel itself and what we want to talk about and what we want the audience to get out of it. And one very, very odd. Use. But at the same time, very insightful side of the conversation is this notion of, what is it that Latin American companies give as their first impression? What's the impression these buyers have of Latin American companies? Of course, juntos wants to bring all the LSPs from Latin American and the Caribbean to hear this. And it's great that the buyers want to say it. It seems that all of them want to be asked, what is it that we think of Latin American companies? So we're going to be listening or hearing a little bit about that. We're going to be looking into the mentality of Latin American companies, LSPs, in Latin America and the Caribbean. And what is it that, from their perspective, the buyer perspective, what is it that they are lacking? What are the things that we could do from Latin America to be at that standard that sometimes the buyers prefer from American companies or European companies, and we have amazing success cases that they are going to bring, in terms of what has worked for them, what sort of companies are attractive to them, what sort of services is attractive to these companies. And of course, along the way, we're going to be talking about their perspectives on artificial intelligence. What do they think about the LSPs that use artificial intelligence, the what's the don't where they use artificial intelligence and what is the mix that they have? This is very incredible, because we will be able to ask them directly, what is the vendor mix that top level buyer, like you has. And I think we're gonna have an amazing time listening to very engaged and smart professionals that we're going to have in that panel.

Dieter Runge 21:44

Yeah, I can't wait to sit in on that, because I really have no idea the state of it. I actually want to throw it out there. I mean it, you know how? And you know, I'll throw this out to all of you. How would you guys describe the current state of the language services industry in Latin America and the Caribbean? What do you guys what do you guys feel makes it unique or different than other global markets that you know, I know, with, with multilingual and with, with nimsi, evanro and Eddie, you guys are doing a lot of research in markets on a global level. What are some of the unique aspects of this particular market, and what's your what's your general take on the current state of the language, industry and economy in Latin America and In and the Caribbean?

Speaker 3 22:41

I think part of the activity in that market reacts and kind of relates to what happens in America, right? Because of the flows of immigration, because of the flow of business going, you know, either way, and so on. And what we see happening now is a lot of disruption in how language is being handled in the US. So there is, we're coming to Mexico at a time when the industry is in turmoil because not just of the executive order that just makes English the the official language of the US, and which again revolts another executive order that is to mandate interpretation services and language mediation and access services, this is not going to be there as a mandatory item, and that leaves us all scratching our head as to what's going to be kept in place and what's going to go out the window. And so there's a lot of tension in the air, but also the whole push against immigration and so on. That's going to change the whole geopolitics and even the demographics of some of the areas, which, in turn, will dictate how business is done. So I think we are in a reaction mode, so to speak, in for the next few months to see, to see what's going to happen. I still see with surprise the fact I was just looking at the index 100 the names. They just put out a preliminary version of it. And it's funny that you don't have a lot of very wealthy companies in South America, and especially none in Brazil. In Brazil has, you know, is a powerhouse in Latin America. And so for some reason, language is not going as fast as in the other parts of Latin America and the world, to actually, to actually, you know, to be honest. So there's a lot that we know, but there's a lot that we don't know. And again, the the landscape is changing right before eyes. So it will take a lot of adaptation. It will take a lot of, you know, just being fast on your feet to actually survive in these very challenging times. So let's see. I'm, I'm more curious than actually knowledgeable when it comes to what's going to happen.

Dieter Runge 24:55

Yeah, you know, participating in in Vamos. Last year in Lima, I have to agree, you know, I it is regionally. I needed to get, get educated and understand who the vendors, who the who the providers were, and who the LSPs were, and who the who the contact centers were. I really didn't have a good, a good grasp around it. And I still, you know, still learning now, and I agree that the South America was surprising, that there really wasn't the kinds of growth that we've seen in other in other regions. But I think it's obviously, you know, well positioned for it. I don't know. Eddie Charles, you want to splash any, any more color on, on the region in terms of what's going on in the language industry, in Latin America and the Caribbean? What? How do we, if you had to? I've

Speaker 1 25:59

got a different take. I've got a different take. It's the same thing, but it's just a different angle. What I can tell you is that in comparison to many other countries in the world, the number of people studying languages, whether it be to be translators, teachers, interpreters, in Latin America, is growing, and there's, there's a general positive feeling from a university level about people's future. I do believe that Latin American universities are on, you know, surfing the wave in terms of technology. I've been to local universities here in Argentina and seen their interpreting labs and their adoption of technology. There are so many places you can study translation and interpreting in Argentina alone. So I think it's an exciting moment. I agree with evanro. There's a lot of challenges and a lot of ups and downs, and no one knows exactly what's going to happen. And you know, things being a little bit up ended, but we say in Spanish, that a choppy river makes for good fishing, so I would expect the overall volume of the industry to grow in terms of the number of people, number of jobs generated. I mean, let's look to where we came from. I'm 49 when I graduated from university, I was translating birth certificates, death certificates, driver's licenses. And, you know, I had to supplement my work as a translator, doing work as an interpreter, doing work as a teacher. And almost, you know, almost drove a taxi. So nowadays, there are 1000s and 1000s of positions of full time linguists working as translators or interpreters, localizers, desktop publishers, engineers, program managers, content writers. I mean, I know I've seen over 70 different job descriptions. This is a fast growing dynamic industry. Yeah. I mean, you can't expect to grow by 20% every year. There's going to be rocks along the road, a recession here, an executive order there, you know, maybe a little snag in the flows of immigration for a while, but I don't see any long term threats to our industry. I think we're fast, fastly adopting technology. And, you know, I'm really excited. So vamos juntos is an expression of that. You have a pretty large conference that has come out of nowhere suddenly, 150 people having a lot of fun. Speakers from all over the world, attendees from all over world, all over the world, and a part of the world where nothing like this ever happened before. It's not like we're having a conference and there's like 140 Mexicans and 10 people from other countries. We're going to have like 30 different nationalities. We're going to be talking about with world leaders, world thinkers. You know, I'm really excited. We're going to have a lot of fun too. Of course, Mexico is more affordable than North America for organizing events like this, so the entrance fee to vamos puntos is like a third of what it would cost to attend a similar conference in Western Europe or North America. So very excited. And I would say to Amanda's point about where are the Latin large Latin American, LSPs, I think they're coming. But remember, you too, the you too, the rock band. They still exist. Well, they're from Ireland, but their tax registered in the Netherlands. So where are they from? The Netherlands? You know, the income is registered in the Netherlands. There's a lot of people doing a lot of things in Latin America, but they have their headquarters, I don't know, in Cincinnati or or wherever, for tax purposes, or just to appear more American to their customers. There's a huge number of Latin American people, Mexicans, Argentinians, Peruvians, Chileans, Panamanians, Brazilians, plugged in to the localization industry, to the interpreting industry, to the translation industry, sometimes behind the scenes. You know, sometimes with not the degree of visibility that they deserve, but here we are. Vamos. Juntos is exactly about raising the visibility of Latin America and the Caribbean. And

I would add to that Dieter, there's a really good point, because what I've seen is maturity

growing in Latin America, meaning of the ecosystem. If I were to tell you now many events we had in Latin America four years ago, five years ago, there were none. Yesterday, I was invited by university in Colombia to go talk about localization in English. And I was very surprised, extremely surprised. They said, We know multilingual because we studied in the US, and now localization is a thing in Medellin. The number of companies in Colombia that do language services don't know, and this is all Latin America, but the number of companies in Latin America, let's put it that way, that are in the industry and they don't know they are in the industry, is astonishing. I've met companies that they do interpretation in Colombia for the government very large contracts. They have no idea what lock world is. They have no idea. They have no idea. So imagine that this company is not part of any association. They don't report their their money to CSA or Nim C or Slater or any of this. So it's not in anyone's radar, not because they don't want not because the industry is not looking for them. It's just not aware. We just haven't made the synapses. And I think what vamos juntos is doing is generating the environment for that to happen. It's generating the conversation. It's generating and once vamos juntos goes to these countries, right Rio and Peru and Mexico, new elements get the opportunity to interact. So I think agreeing with the wonder in terms of the kind of like the political climate and economic climate, it is clear that there is going to be an increased interaction between the nations that are in the Americas. That means Canada with the rest of Latin America. That means Latin America with Brazil. And I put it that way because it's Portuguese to Spanish and Spanish to English and French. And that's gonna happen. You know. once you put tariffs on a country, this country is gonna look for different ways to get their avocados, and the ones in Colombia are pretty cheap right now. So, you know, instead of paying 20% more, 10% more, you probably get them in Colombia, okay, but you get them somewhere Canada, because of the climate. We'll, we'll, as an example, are gonna be also in, in in Montreal later, and we are gonna be talking to their exports, someone in exports, in one of the organizations, because they want to work with my city. So I'm gonna go represent the city and talk to them about, what can we do with Canada? Because it seems like Colombia is not in good in a good position to talk to America or the US and the you and Canada is not in a good position with the US right now. And even if the relationships it relationships improve, we will realize that we need to go to different markets. And that gets down to the conversation of culturalization. And I think Latin America, as you can imagine, even though we speak Spanish, the different cultural differences are so vast that it makes a lot of sense to start working with the Latin American companies in their level of maturity. So I first see many more companies in the next three to five years of vamos juntos, companies that had no idea the industry existed, coming into the industry because of the conference. And that's going to consolidate this conversation of like, Okay, how much money are we actually making? What products are we actually putting out there? And there is huge demand, I can tell you, in Colombia, there are 72 indigenous languages, 72 I had no idea about this. In my state, there are three indigenous language of which two are Afro descendant languages. How? I had no idea. I had no idea until very recently. So once you start putting in some of the resources from public funds, you're going to start seeing companies thrive in these places, because the LSPs in our industry are the best equipped to help the governments consolidate some of these programs that they are going to look to implement. And that's probably a conversation we should have in future events in vamos juntas, if

Dieter Runge 34:21

only I knew two guys that were associated with nimzy that could influence a giant research project around the Latin America and Caribbean industry.

Speaker 3 34:36

For the record, Dieter, I'm no longer I'm no longer associated formally with nimzy. I'm still freelancing with nimzy, and I love when they call me to a few specific questions. But if I can dodge that question by by not by not being that

Dieter Runge 34:56

you are still a major fixer in this industry, I know I can lean on you. Influence things. I've seen your picture in all the magazines. Yeah, got great points, you know. And our industry has always sort of been resilient, even through the toughest times, through the two thousand.com you know, down downturn, 2008 global financial crisis. I'm not I never say language industry is is bulletproof, but it's got pretty good bulletproof vests. We all need to communicate in multiple languages, no matter what anybody says. So I think that there, there is plenty of opportunity, and it is, as you say, a global market, there's going to be some exciting opportunities for Latin American and Caribbean countries to LSPs and providers to find unique and profitable endeavors in the language space, and that will continue. I truly,

- Speaker 3 36:09
 as Renata says, the bigger the crisis, the more people talk. So
- Dieter Runge 36:14
 we get there, that's, that's, that's a quotable Renata quotable, for sure. I question
- Speaker 3 36:21
 for Charles. Do you know, if I may question question for Charles, just on the number Charles.
 Where are we for the Mexico conference? How many people are you expecting?
- Speaker 1 36:35

We're expecting a number very similar to what we had in Lima, which is approximately 155 at this time. You know, we registrations are still open, so you can still get your ticket. And we're we're on target. So I'm very excited. I mean, we've got the most amazing list of speakers I've ever seen at an event, people coming from 30 countries. It's real world class, and we're going to have a lot of fun. We will talk about issues like language access, which is, of course, extremely present right now. It's almost eclipsing AI Whoa, as the trending topic in the industry at the moment, as we think about the ramifications of any, any attempts to to roll back language access, language access rights. We're going to be talking about AI. We're going to be talking about technology. We're going to be talking about sales and marketing. We're going to be talking we're going to be hearing many, many stories about people's personal journeys. I mean, Eddie on his panel is going to hear localization, war stories from meta, from Salesforce,

from Korn Ferry, from Rotary International. On our women and business leaders panel, we're going to have some of the most amazing women business leaders in this industry tell their stories about how they got to where they are, the challenges they face, where they're going, and what their view is of the current market, and we're going to hear, you know, their personal stories too. I think it's really, really exciting. I've made the most amazing contacts and friends at these vamos puntos events. And fundamentally, we've gotten Mexicans to know Argentinians and Brazilians to know Peruvians and so forth in a way that they maybe didn't know before. I mean, it's, it's like, you know, I just came back from a trip to Ethiopia. And in Africa, it's very easy to fly north and south. So it's easier to get from Ethiopia to Europe than it is to get to the country right next door because of historical colonial reasons. And sometimes the same in Latin America, you know, people in maybe Brazil or Argentina or Peru will think, Well, and think of going to a conference in Mexico. They'll think, you know, I want to go to a conference in London, you know. And you know, Mexico, for some reason, is on the back seat. And that's that's changed. Now we have events in Latin America closer to home, more affordable. I'm not going to say if they're more fun. I'll let that the audience decide on that one. But there are more options closer to home. It's not just a north, south thing anymore. I think there's lines crossing in all directions. And I remain very, very positive. I think everything that Evander talked about and you've mentioned Dieter, these are challenges. There's not a single industry on this planet that grows every year at the same rate. I don't know. Let's say you were in the road toll business, guaranteed income. Right? Can't go wrong there. And then, you know, the pandemic comes in and people stop driving their cars. So there are no bulletproof industries, and we've got to accept that we're going to have years that are going to be more gut wrenching and more challenging every now and then, companies might have to let some people go, and then then six months later, they'll hire a whole bunch more, but we got to look at where we came from. We came from an industry where we're translating really short documents and interpret that we're. Of you know a handful of interpreters, Ronald Reagan's Russian interpreter, yeah, all heard about him, but you know, it wasn't the industry that it is today. So I am extremely positive, and I think vamos puntos is key to the industry growing in Latin America and the Caribbean, raising the bar of standards, creating opportunities, as I said, for benchmarking, networking, mentoring, coaching and learning.

Dieter Runge 40:25

Yeah, well, Charles, I want to, I want to say this on the record as saying that Lima exceeded all of my expectations. You guys put together a really great event, made some, you know, connected with some old friends, made some really good new ones, and I thought that this would be a good opportunity to get you all to chime in on what are some unique ways that first time attendees or returning attendees can connect, collaborate and build partnerships The events that you had put together for Lima. I give it an A plus. How are you guys going to outdo yourselves this year?

Speaker 1 41:12

Well, I think we even have, we have more speakers than we had in Lima. We have a lot more speakers and we have more panels. I'm really excited about the panels, because you get different expert voices on one panel. You hear different opinions, rather than hearing just one person for, you know, 45 or 60 minutes. So we have more speakers, more panels, we have more workshops. So basically, it's more meat in the sandwich. As I said before, it's more getting

more for your money. Awesome, exactly, and high quality, high quality people from different stories of different walks of life, with different stories to tell fascinating. So I think that is the the main upgrade from Lima. We're going to have a crazy rooftop party, and we dialed in a solar eclipse that is going to happen that evening, which we should be able to see from the rooftop. If the the smog in Mexico City isn't too bad, you can't be the solar eclipse that we dialed in. So, you know, we're really excited. It's It's so and it's also close to everywhere. I mean, Mexico is the country everyone, everyone's been to Mexico. Nobody's been to Mexico City. You know, it's time to go. You know, it's, it's amazing, yeah, Mexico Beach, Cancun cocktails. This is Mexico City. We're talking Frida Kahlo, Diego, Rivera, murals, art, restaurants, cobblestone streets in the area that we're going to be Polanco, Nate, at least. So you know so much to see a cultural agenda that will blow you away. I'm excited, but I'm not going to say it's going to be better than Lima. It's going to be different. I mean, Lima, we had us. We were looking at the ocean while we were having lunch, and it was bright blue, and we were having the most amazing sushi and other Peruvian dishes, you know. So it's hard to beat Lima. It's a different experience. Latin America is so diverse. Every country is so different, and in inside each country, there's so many different regions and states and provinces in different languages and stories to tell. So, you know, we gotta break down these generalizations. Everybody thinks, everybody in the in the in Latin America, in this India's industry is like Argentinians. Yeah, Argentinians are a loud bunch. There's lots of them at the at the events, but they're not the only people in Latin America doing amazing things and interpreting translation and, you know, engineering and desktop publishing, there's so much going on.

Dieter Runge 43:48

Yeah, I always, every conference I go to, I try to find out where the Argentinians are hanging out, because that's where the party is at. I'm always sure that.

Speaker 2 43:59

And Dieter, I just wanted to add, as an attendee, what I've realized is 150 people. It's still a lot of people to meet, but because of the general vibe of vamos juntos, which is very Latin American and Caribbean, people are very open. So so it's, it's, and you, I'm sure you noticed it, right? So, there is, there is, there is a lot of ease in terms of engaging the conversations and increasing the ratio of speakers to attend. These just makes it for us so much more worth our time. And I thank you, Charles for that. So I think, I think it's, it's going to be different, but it's going to be amazing. When we were looking at the region, you know, if you look at the map where the event is going to happen, the parks that are around the Lincoln Park, the Churchill, the Winston Churchill Park, all of that area is like you wouldn't have enough time to walk around. We're going to go there a few days early, and we're going to be meeting there as a team. It's such a great opportunity to get the team together. And to also be there, and for so many companies, this is a domestic flight, really, from the US to Mexico City. It's so similar to a domestic flight, it's

Dieter Runge 45:08

really true. And I think, you know, that's a really good point. One of my fondest memories from from the Lima event was the ability to take a day and realize a personal dream to go to Machu Picchu and bump into Roslyn, famous in Machu Picchu, quite by accident, which was, was quite,

quite a serendipitous moment. But the opportunity to also take in some of the, you know, cultural and and city scape, Mexico City. Everybody that I talked to that has spent time hanging out in Mexico City says amazing things about it. I think folks, if you haven't bought your ticket yet to come out to Mexico City, you're going to miss out the vibe, the the energy that was felt in Lima, I am 100% positive, will replicate itself in Mexico City at vamos lentos. So definitely, we'll, we'll put up a link and details of how folks who aren't already planning to go may change their travel plans for for next week, perhaps, and also put vamos mutos on the the radar moving forward. I want to just touch really, really quickly before we wrap things up today. If, if you all had to pick, sort of some of an emerging trend right now, and definitely focus on, on, on the Latin American and Caribbean market, but, but further field and just holistically in our industry. What? What do you think you mentioned that language access is is trending hard. Al is trending hard. Where do you think things are like, what is the emerging trend right now for foreigners? What are the things that we should be really focused on, and what do you think is going to be the hot topics for this, for this event this year,

Speaker 3 47:17

May I take a step at it, guys, I will have to go with AI. I was kind of being settled on AI just being, you know, part of the furniture now, but with the executive order that just just came out, I wouldn't be surprised if we saw a boost to the AI demand in the next few months. Because just picture this, I'm an agency. I'm a federal agency who, you know, which has been forced to provide interpretation for years, you know, going back to all to 2000 year, 2000 now, all of a sudden there's an executive order that tells me, well, you know what? This is nice to have, but it's not a must have. So go ahead and do whatever you feel is right. You know, Visa V your your electorate, and visa V your means your public so there will be a huge incentive to go low on quality, not necessarily low on quality, but quality is not going to be an over present concern anymore, to the extent that, listen, I'm not obliged to offer this anyway. So why don't you go ahead and get this instead? It's better than nothing, right? And this will be a huge push to the Al solutions that we all need out there, and which, by the way, are very high quality already, depending on the format, depending on whether we're talking about a one to many kind of situation, or a very interactive meeting. So I think this will bring AI again to the center of the discussion. We will see a lot of amalgam making in the market. See a lot of LSPs just rushing to try and develop something, either, you know, build something on their own, or partner with someone where he has a solution. Or, you know, I anticipate a lot of M and A activity just around AI. If this executive order is is really there to stay, if, unless the federal agencies, for some political reason, decide to take a different stance and take in posture about this in a different way. So I would have to stick with AI.

Speaker 1 49:36

I'll take a different tech, and I'll say that I think that the EO has really kicked the hornet's nest in terms of stirring up people who are passionate about language access, and I don't think anything will stop immigration, not just. The United States, but I mean around the world, I think it's a lost battle custer's Last Stand that was a while ago. Immigration, there might be a blip, or, you know, a brief pause, but I think immigration is here to stay. There are so many unfortunate conflicts in the world generating refugee movements around the world that generate language access needs. And at the end of the day, when you spend on your on translation and interpreting, you're investing in translation and interpreting, you are saving money by spending

money now instead of having to spend it even more in the future. So a real good example, you know, you don't translate the instructions of how to use piece of machinery, and a worker cuts off his or her foot, and you get a \$20 million lawsuit as compared to the cost of what a translation would have been. A doctor amputates the wrong leg of a patient, or amputates their leg without their informed consent gives a person who's religiously objecting to it a transfusion, and their rights are violated. There are so many different examples where languages save money. So if it's about money, I think that we can get away from the politics and, you know, save money by investing in translation, interpreting that. That business case is still rock solid. It's still it's still there, it's still logical. There's no way you can cut off the more than 11 million Americans that are deaf or hard of hearing from their language access overnight. You know, these services were didn't, were not provided overnight. They didn't come out of nowhere overnight. It was built up over a 5060, year period, and they won't go away overnight either. There's going to be a big fight, a big pushback, and people will stand up for what they believe is right. And I'm convinced that this will be a really, really hot topic this year at vamos juntos and in many other events and in many other forums. And, you know, watch this space. It's all exciting. I mean, I don't want to get negative. I think we're going to have positive discussions. We're going to have passionate discussions. Latin America is a passionate place. There will, of course, be tequila available and mezcal. So I'm sure people's will, tongues will be loosened, and we'll hear a lot of stories about where they think this is heading. Ai, I agree it's huge. I mean, I'm not a full in that regard, but I think that language access is definitely going to be one huge hot topic at vamos juntos and in general, and so it should be, and I'm fully behind that.

Speaker 2 52:49

I agree. And what I would add to the conversation is this is going to trickle down into community, and yeah, m&a interaction companies are going to need to find better ways to do things, and that's going to probably be adhering to another company or acquiring another company, acquiring technologies. So cooperation comes, the community is going to realize that within itself, it's got the answers. I think many have already identified those and are thriving right now, and others are going to catch up. And as they catch up, they realize that there is a lot of opportunities, like Charles says, in language access, I don't see anyone in language access scared. Nobody. Nobody's they are, they. They are they are just disappointed, I guess, and angry surprise. Because of that, there is so much energy in the community to drive things forward. Nobody has said to me, I don't want to talk about that, or I don't want to write about that, or I don't have time. Now they have more time. Everyone is saying yes, and I have to agree with Charles, language access is an unsuspected trend because of the evolution of the conversation. All is probably going to make its way into all of that conversation, but cooperation and community is going to be very important. I see we'll see our community coming together, doing more events together, creating more magazines together, joining other each other's podcasts more often. I think that's gonna bring this reassurance that we are here for the long run, and the ones that are not where they were never meant to be there, and they are not gonna read their rewards of this transformation that's gonna make the industry much stronger.

Dieter Runge 54:38

Yeah, not not investing in language access is a false economy, and I think a lot of folks that deal with it, certainly on the front lines, in healthcare, in the legal space, in any part of the public sector in government, have a fundamental understanding of this. So I would 100%

concur that, you know. Language Access will continue to drive the need and the industry forward. Well, listen, guys, I am super pumped just about a week away for the event. Charles, I might just give you the last word here. What's something that people might not expect about running a conference as a conference organizer, how many new gray hairs you got? What's, what's some behind the scenes chaos that you are willing to share with with our audience?

Speaker 1 55:38

Well, I'll tell you, we've just been astonished by the number of people who wanted to speak. We worked magic on the schedule. We included four pre conference workshops. There's some breakout sessions that we were reluctant to organize where there's two speakers at the same time in different rooms. I'd never been a fan of that, because I always wanted to be in both rooms. I always hated being the speaker in the room when there was a smaller crowd, you know, but we've just been astonished by the number of people wanting to speak. And as I said, we've already got half a dozen speakers lined up for 2026 which we don't know where that's going to be that yet, I heard Colombia. I heard Argentina, who knows, but you know, it's a week away. I can't believe it. I cannot believe it. It's just a year's work. It takes a lot of work, but I think my Muslims is going up and up, and this has been a challenging year, definitely been a challenging year for a lot of people, and different countries have faced it in different ways, you know. Like we have very few attendees from Brazil. We're far fewer than last year or let alone the time before, which is disappointing, you know. But hey, they're going through a specifically local, difficult combo of problems, Al, language, access, local economy, devaluations and so forth, you know? So every year there's different challenges. Mexico City is, you know, people think that Mexico City is dangerous. It's less dangerous than your average American city. I don't mean Canada. I mean the United States. So, you know, Mexico City, we're talking, as I said, Art, cobblestone streets, restaurants, the hotel that we're having as the venue is where Donald Trump stayed, the Pope, even Fidel Castro stayed at this hotel. So everyone's been there, and now we're going there. You're going there, Dieter. So you know, I'm really excited. There's just no way to no way to say it other than that. I mean, Mexico is a fantastic destination. It's the largest by population Spanish speaking country in the world, and it's never had a world class event for language companies before and people in the language company ecosystem. So, you know, we're making history. I'm already,

Dieter Runge 58:02

I'm already starting to get hungry, thinking about, I'm gonna start thirsty, I'm gonna and thirsty, that too, that too, and, and I look forward to to reconnecting with all of you. Charles Eddie, evanro, thank you so much for joining me today and having an opportunity to talk about the event has been fantastic. I'm glad we were able to squeeze it in before the event, and look forward to seeing you all there. And I want to just, you know, put it out there to everybody else watching. If you haven't reserved your ticket to come out to Mexico City, you're gonna miss out, telling you right now, you'll be missing out, so do the right thing. Come and join us at FAMOS juntos.

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Thanks everyone.

Dieter Runge 58:54
Thanks for joining us here on bootcast.

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