



**Evaluating Remote Simultaneous  
Interpretation Service Providers**  
**Make your online event a success**

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## Before you postpone or cancel your event, read this

If you were to go back ten or even five years, most business events would be at large conference halls, jam-packed with people. There would be booths, lecture theatres and food stalls; speaker panels would be answering questions from the audience; and business cards would exchange hands, allwhilst presentations were going on.

And of course, some large-scale business events are still held at massive venues – but as the landscape changes and new challenges present themselves, more and more events are being moved online.

In the last few years – and particularly in 2020 – events have become increasingly digital-first. Aided by advancements in conferencing technologies, sustainability initiatives and, in many respects, the COVID-19 outbreak (which has forced the vast majority to work remotely), events are, more or less, delivered online.

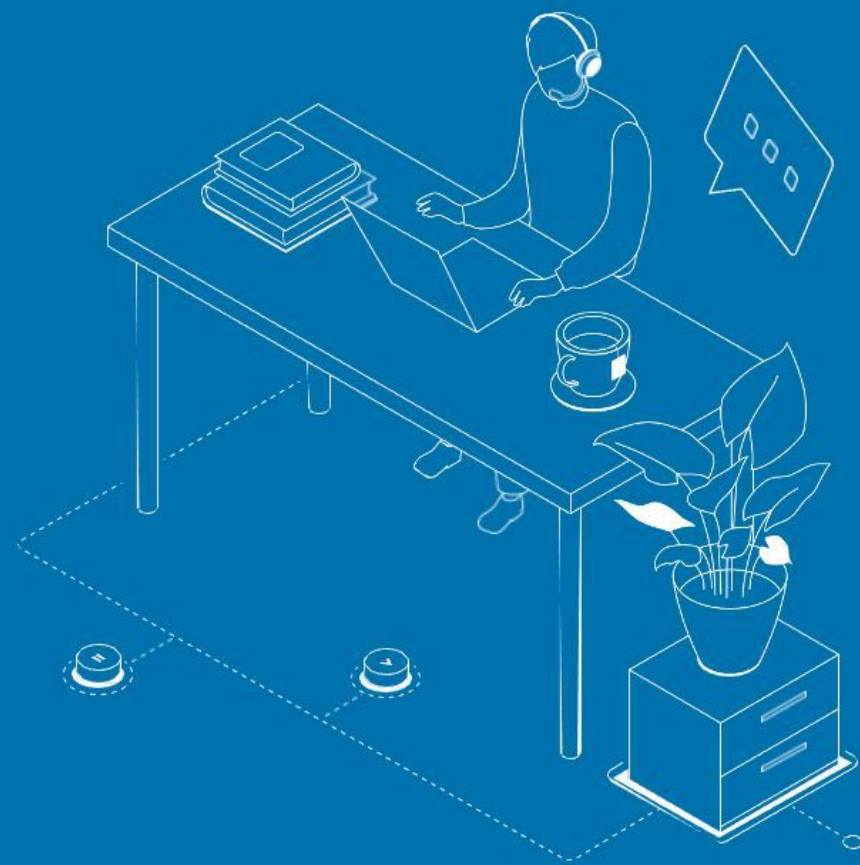
Nowadays, companies across the globe utilise platforms like Skype, Zoom and GoToWebinar to host small and medium events, ensuring they can not only go ahead in the face of issues or a pandemic (such as COVID-19) but also that they are more affordable, accessible and flexible.

The usage of this technology solves fundamental issues that have plagued event venues and organisers for decades and by using it in conjunction with remote interpreters, it becomes possible to deliver content to any audience in any language, anywhere.



Of course, with any kind of online event platform and/or interpretation service provider, the most important thing is to evaluate what's on offer before making a decision. A platform provides a tool for those interested to connect – but as events are increasingly international, a key consideration has to be languages offered via interpretation.

In this eBook, we're going to look at the key things you need to evaluate when it comes to selecting an online partner and simultaneous interpretation provider.



What should you be looking for?



# 1. Flexible and efficient technology

For your online events to run smoothly, the partner you work with needs to have a platform that's easy to use, flexible and efficient.

Ideally, it'll require minimal configuration; anyone in your team should be able to download and install the platform to their laptop, desktop or mobile phone and be up and running within minutes. The same applies to your remote technical team; they shouldn't have to wage war with the platform to get it to function the way you want it to. This is crucial if you have other integrations/platforms you want to use alongside the remote simultaneous interpretation solution.

You also need to think about audio and video. If you don't have any existing infrastructure for either, you need a platform that can deliver an interim solution and has high-quality audio and video codecs. Audio and video quality will always be dependent on the hardware used but it can be accentuated further with the right tools.



Finally, it should be scalable. There are plenty of good online event and interpretation platforms out there, but many are unsuitable for large events or cost a considerable amount of money to deploy (as you're paying a subscription fee for access on top of technical expertise). Also, these platforms might not work on different devices (or work as well as they do on others).

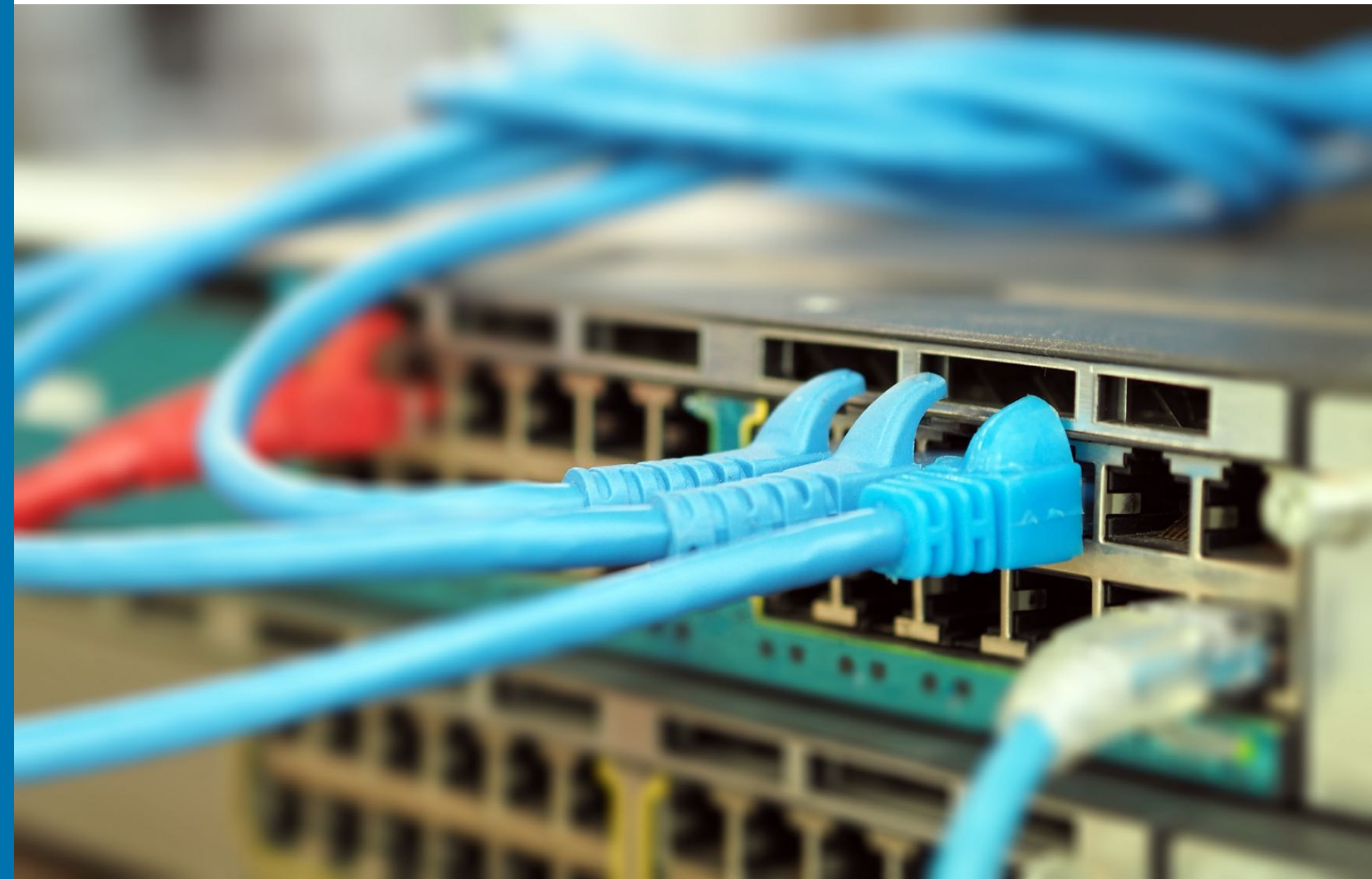
Taking these points into account, there are a few things you should look for:

Ease of use and speed of deployment.

The speed and ease of which your chosen solution is deployed and up and running is crucial, particularly for impromptu events with short lead times (press conferences and emergency announcements). You can't be fiddling around with the technology for days on end; it needs to be ready to go within an hour.

You also have to consider the fact that speakers and/or interpreters might postpone or cancel; what then? You've spent hours - if not days - setting up your infrastructure only to have to take it down.

With the above considered, the provider you choose to work with should have a platform that can be implemented with minimal delay and packed up just as quickly.



## Real-time audio and video

One of the main issues with online events is the quality of audio and video and typically this is inhibited by the equipment the speaker has. Most of us will forgive poor video quality but poor audio quality is unbearable. The best platforms will be capable of delivering crystal-clear audio.

## Cloud-based functionality

The online events platform you use needs to be cloud-based. This offers your events a high level of resilience and scalability as there's no single point of failure and should you need more capacity, space is not an issue. Another core benefit of cloud-based technology is that you can host hybrid remote meetings: you can host events at venues but also allow those in remote regions to connect via the Internet.

## Mobile, desktop and laptop capability

A truly flexible solution is one that can be used anywhere, anytime – regardless of platform. These platforms are excellent for impromptu meetings, press conferences and emergency announcements. If you need a rapidly deployable solution, look for those which can be used on mobile devices, laptops and desktops. These solutions are typically easy to use and require minimal configuration.





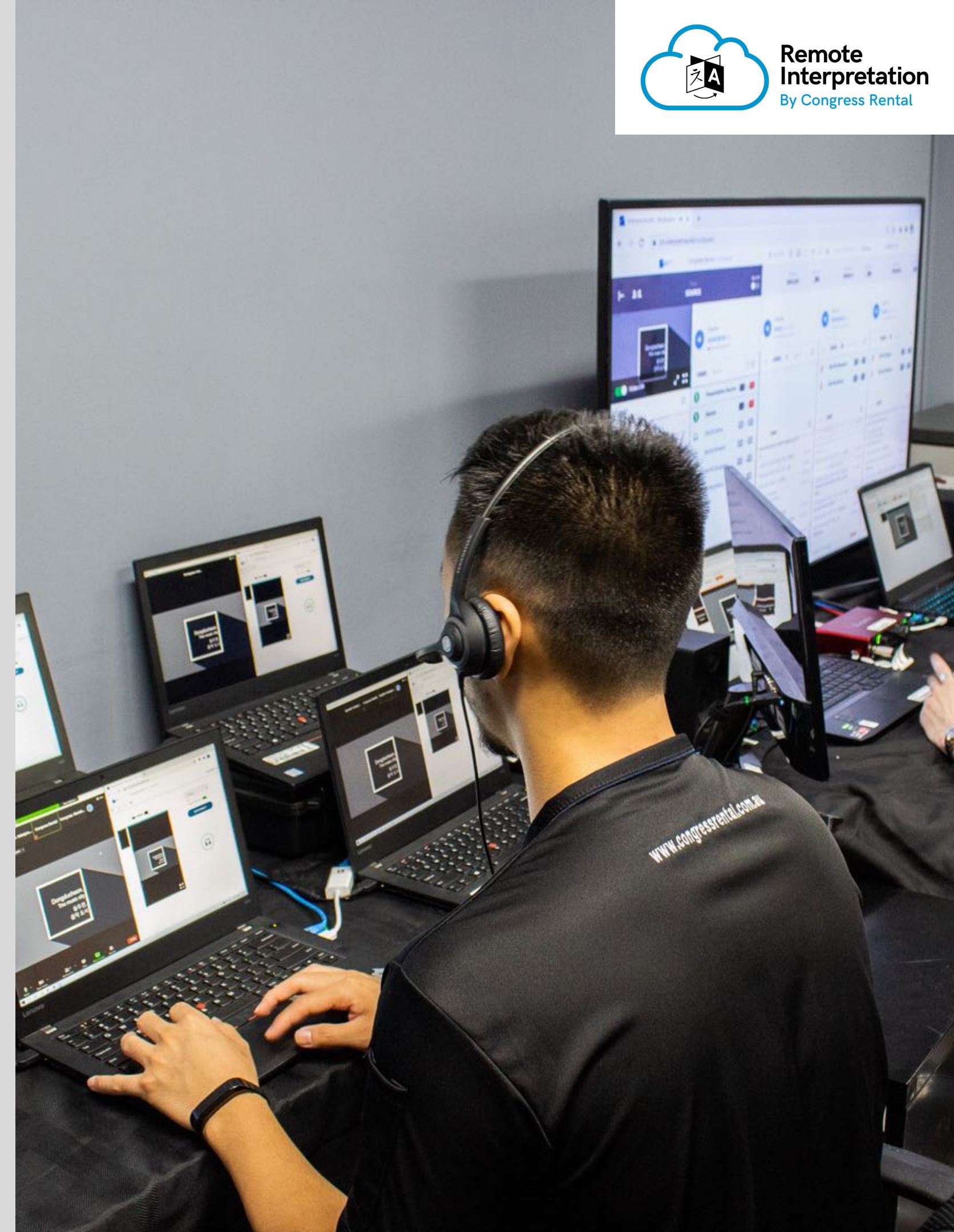
**"Flexible and efficient online event platforms lay the foundation for your event. If your chosen solution can't be scaled or modified to suit requirements, then setting up infrastructure for future online events will be costly and time-consuming."**

## 2. Technical support and expertise

Your principal focus should be to organize and manage your online event – not configuring the software, audio or video, but for your online event to be successful (and for your interpreters to deliver the content seamlessly), all of this needs to be set up correctly.

Now some online event platform providers will help with the software, audio and video, but what if you need help training interpreters on how to use the software or technical support throughout the event? You may have to ask the provider for these services (which will come at an additional cost) or find another provider to help (the challenge being that they may not be familiar with the technology you have in place).

The simplest solution would be to enlist an online event and interpretation provider that can help you with both the configuration of the software and the training of interpreters, all part of one package.



## Key things to look out for:

### Technical support services provided via a partner network

If your partner has a network of expert technical providers – consider using them. Not only will it be much cheaper (as these services will be provided as part of your agreement), these providers will have experience working with the interpretation platform you're using, helping to decrease project management time and admin costs.

### Remote interpretation support

Even after everything is up and running, you still need a technical engineer to monitor the audio and video, as well as support the interpreter if there are any issues. If there's no one-hand to resolve problems, i.e. latency issues, poor audio, video clipping, the experience for those listening and watching remotely will be negatively affected. Look for an online events/interpretation provider that can provide a dedicated technical engineer to monitor your events. They'll be able to identify any issues and fix them quickly.



**"Having expert technicians on hand will provide you and your interpreters with confidence, so you can get your job done! Any issues will be resolved immediately, allowing you to focus on making your event a success!"**

## 3. Remote interpretation capabilities

Delegates, speakers and interpreters expect the option to attend events digitally, but while your online events platform will enable that, does it facilitate the means for attendees to listen to content in their language of choice in real time, wherever, whenever?

For on-site events, the languages on offer are usually dictated by how many interpreters the event organisers can afford and the availability of those they want to enlist. Usually, this results in only the most common languages being offered.

However, with Remote Simultaneous Interpretation (RSI), interpreters can work remotely – from anywhere – and deliver their translation services. The benefits are:

- Event organisers and managers can expand their selection criteria and source more interpreters in advance or at short notice.
- With the monies saved on travel and accommodation, event organisers and managers can spend more on hiring the best interpreters and adding to their language offerings.
- Interpreters can take on more engagements as they don't need to be on-site to translate content. They can work from wherever they are.
- More diverse audiences can participate as there are more languages to choose from.

Ultimately, RSI improves the overall experience (as attendees can listen in their language of choice) and makes your events more flexible (as you can offer multiple languages to your audience at any time).

## Key things to look out for:

### Access to interpreters

As well as acquiring the platform for remote simultaneous interpretation, find a provider that has a partner network of conference-level interpreters. Not only will this ensure that the interpreters you work with are familiar with the remote interpretation platform you're using, but it'll also cost you less as it's done through your current provider.

Note: these interpreters should be subject matter experts, highly experienced and available for work wherever.



# Make your online events a success

So before you postpone or cancel your next event, consider using online event platforms and remote simultaneous interpretation to deliver it. They're flexible, scalable, hassle-free and much more affordable.

Take the CRN-RSI platform, for example. It revolutionises simultaneous interpreting by replacing hardware with cloud-based software, enabling interpretation (and events, by extension) to be delivered remotely and to anyone in the world.

The solution requires no equipment whatsoever all you need to do to use it is download the application and set up your meeting by following the instructions. Attendees can then connect to these meetings via our application and listen to content in their language of choice (if you have an interpreter ready) on their mobile phone, laptop or desktop.

The CRN-RSI platform can be used as a standalone online events tool, facilitating real-time remote interpretation, or as a hybrid/hub solution, integrating seamlessly with existing on-site audio and video infrastructure. It's a truly flexible solution that can be scaled up or down instantly.



Contact us to request a demo

