

# Translation for a Premiership Football Club

Over the last ten years English Football and more predominantly the FA Premier League, has seen a dramatic influx of foreign players and managers. One of the main reasons for this being the large injection of money it has received through sponsorship and the greatly profitable television deals. Football has become a global sport through the vast increase in coverage of the game and also through globalisation, which encompasses the developments of the worldwide web, universal television channels and the ever increasing ease of travel.

This increase in Non-English speaking players, coaches and managers from all over Europe and Asia is creating a much greater need for translators and interpreters and in order to fulfil this need, one of the top four football clubs in the Premier League have recently tasked Translation and Interpreting Company Applied Language Solutions to translate all training materials for the European and Middle Eastern players in the club.

## Challenge

While in training, it is very important to the Premiership football club that all players get the required training information so they have formed a partnership with Applied Language Solutions to ensure that all training documents are translated into the appropriate languages, to enable the club to get the most out of their players.

The football club's training management have tasked Applied Language to translate all of their training materials from the last 15 months. These have consisted of health questionnaires which were to be distributed amongst the players, training and nutritional guides, and diet plans, all tailored to each individual player.

They have also recently assigned a project for the translation of a Beta Alanine presentation from English into Ukrainian. Due to the medical content of the presentation it required an accurate and contextual translation from a translator with experience in this field.

All training materials are tailored to the specific needs of each individual footballer and as the football club contains many players from different countries throughout Europe and the Middle East, the training documents must be translated into a number of different languages. The language combinations have included English into Serbian, Dutch, Portuguese, Hebrew, Slovak, Italian, French and German.

All projects had an extremely tight deadline as the football club are eager to get the translations back as soon as possible. It was vital that each deadline was met and so each project called for a fast and efficient translation process.

"Applied Language always ensure that set deadlines are achievable. If the deadline is restrictive they will assign additional translators to the project to ensure the deadlines are met."

## Approach

Adopting a partnership approach, Applied Language Solutions works hand-in-hand with its customers, enabling translators and project managers to build a sound and thorough understanding of customers' individual and exacting requirements, providing translation and interpreting solutions for each customers unique and particular circumstances.

Applied Language Solutions use only professional in-country translators and interpreters, of whom they have over 14,000 on their books. These translators work in over 150 languages including all the major European, Asian, African, Middle Eastern and American languages.

The translation company guarantee and deliver accuracy and high quality translation, as the project manager will only work with translators who have more than two years of first-rate experience. Each translator must also have two references from previous translation jobs. This experience together with their qualifications is a clear indication of quality.

*"We are always impressed with the speed of Applied Language's translations. Our deadlines are always very tight but they never fail to meet them."*



Applied Language ensure that the translation process is as fast and smooth as possible and to enable this the transfer process has been developed to be completed with extreme ease. The consistently tight deadlines set by the football club mean that speed is a crucial requirement. Applied Language Solutions provide a unique online portal Talkbase.net to enable this to happen, enabling all customers to send new projects for quotation, upload and download files and track the status of all projects at any time.

### Talkbase.net

Talkbase.net is the software that Applied Language Solutions revolves around. It was designed by internal software developers to specifically meet Applied Language's requirements as the business has grown.

#### *How does it work?*

Talkbase.net is Applied Language's project work floor and all sales and project staff require it to perform their duties. The sales staff enter all new enquires into Talkbase.net and the projects team then extract these enquires and enter them as projects which are distributed to translators for completion. It allows customers to be actively involved in the management of their projects.

Talkbase.net also gives Applied Language the ability to dramatically increase the quality of the translation they supply as they are able to send material securely, safely and efficiently.

#### *How does Talkbase.net benefit the customer?*

Customers are able to:

- Upload documents, current projects to be collected and projects up to one year old to be recovered
- Request and receive online quotations for new projects with extreme ease.
- Monitor the progress of ongoing projects.
- Access and reprint invoices.
- Create profiles of reviewers for each language.

*“Applied Language regularly embark on translations for specific industries so all translators possess specialist skills and have experience which enables them to carry out high quality translations.”*

## Solutions and Benefits

As all of the translation projects completed for the football club have been in different formats and included varied content related to the training regimes, it was imperative that the translator assigned to each project had the correct skill set to fulfil all of the requirements.

A large proportion of the projects contained nutritional information so it was important that the selected translator had an excellent knowledge of nutrition, due to the complicated nature of the text. These particular projects included the translation of questionnaires and surveys which would be made available to the players and then assessed by professionals. Applied Language was able to deliver high-quality translations as the assigned project manager selected linguists that had previously worked with the translation of questionnaire documents. This ensured that it was translated within the required format outlined by the training management.

Additionally, the translator selected to complete the Beta Alanine presentation had both medical translation experience and a background in translating presentations, which guaranteed the presentation was returned to the football club in the desired format and that it was contextually accurate.

Regular contact throughout the project is always important to Applied Language Solutions. This constant communication ensures that the customer is kept up-to-date with the progress made throughout the whole translation process and experiences a high level of customer service.

Although in this case, as the football club's translations repeatedly have strict deadlines which require an extremely fast turnaround, there was little time for communication throughout the project. The emphasis was then on the initial conversations to attain a detailed brief. This ensures that the project manager and translators always have adequate and accurate information and deliver a high quality translation.

Applied Language believe that in addition to the regular communication, feedback is key. Each project is given a score between one and ten, by both the customer and the dedicated project manager, to establish what level of quality and service was achieved.

**For a free quote visit [www.appliedlanguage.com](http://www.appliedlanguage.com)  
or call our UK office on +44 (0)870 367 7000 or  
our US office on +1(800) 579 5010**

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