

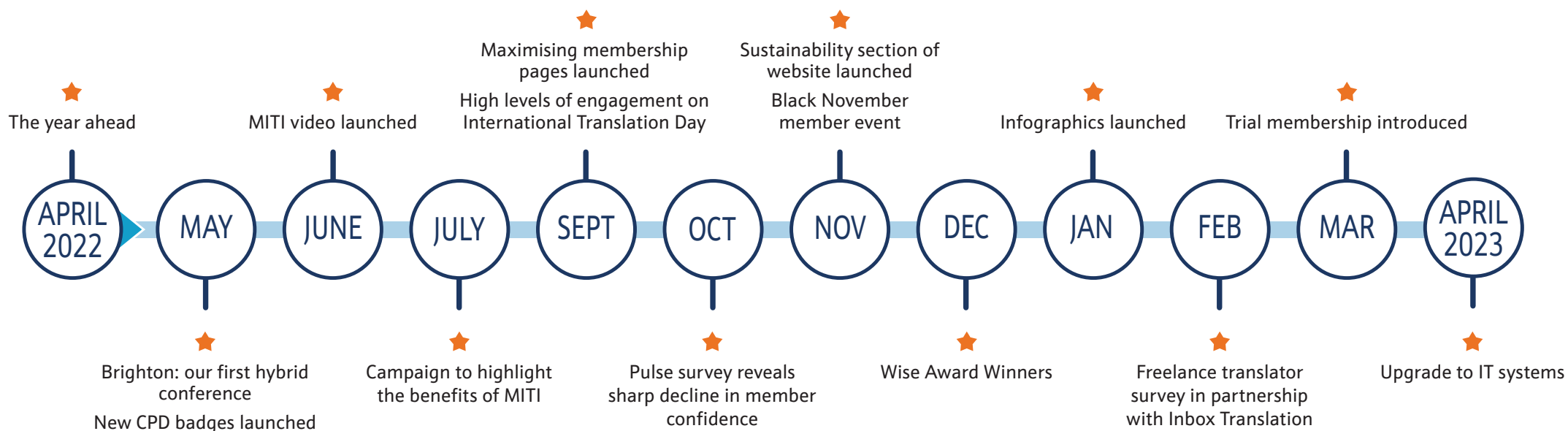
Annual Review 2022/23

Institute of Translation
and Interpreting

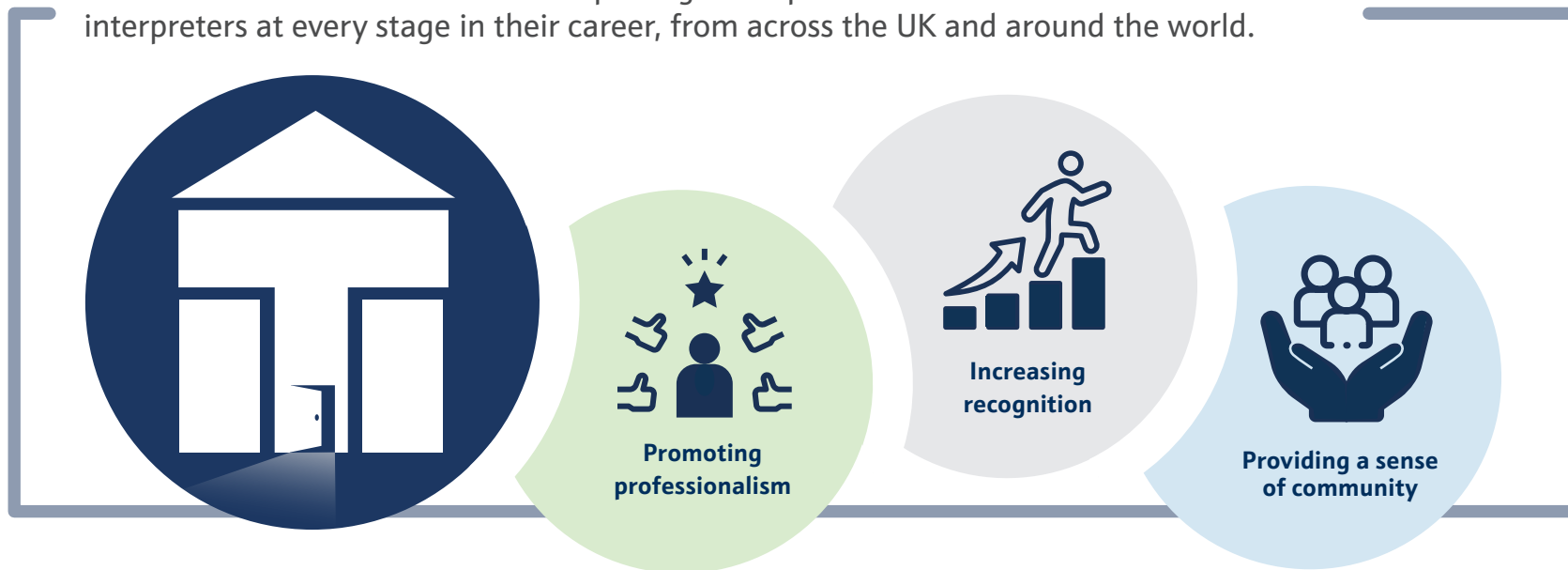




HIGHLIGHTS OF THE YEAR



The Institute of Translation and Interpreting is the professional home for translators and interpreters at every stage in their career, from across the UK and around the world.



Our front cover images show pictures from the ITI Conference held in Brighton in May 2022.



DEVELOPING AND DELIVERING

WELCOME TO OUR REVIEW FOR 2022/2023

As I look back on my first year as Chair, it seems that so much has happened in the past 12 months. And the year certainly started with a bang, as we gathered at The Grand in Brighton for the ITI Conference 2022.

It was a special event in many ways: the unique and beautiful location, the additional excitement about finally meeting up again in real life after the restrictions of the previous two years, and our first opportunity to trial the hybrid format, offering members the chance to attend either online or in person. We had a record attendance, which is testament to the hard work and creative expertise of all involved in delivering such a successful event. Not only that, but because most of the conference sessions were recorded, attendees had the added bonus of being able to access all recorded conference sessions on catch-up to log as additional Continuing Professional Development (CPD).

Professional development is one of the cornerstones of our ITI membership, and one new initiative in 2022 was the introduction of tiered CPD badges. As many members regularly log more than the recommended 30 hours per membership year, this initiative enables members to set more aspirational targets for their CPD, right up to 150 hours!

Behind the scenes, there has been a full upgrade of our IT systems for greater functionality and user experience. There have also been improvements to the membership application process to make it more streamlined



and accessible. Meanwhile, we have also been creating new marketing campaigns on social media, using a range of infographics to communicate the role and importance of the translation and interpreting profession to the wider world.

And of course, we underwent the process of recruiting a new Chief Executive to succeed Paul Wilson as he headed for retirement. On behalf of everyone, I would like to thank Paul for his outstanding leadership and his commitment to ITI over the past 12 years. As we bid him a fond farewell, we also extend a warm welcome to our new Chief Executive, Sara Crofts.

Sara joins us from Icon, the Institute of Conservation, where she was also Chief Executive. In addition to her leadership skills and experience with membership organisations, she has a keen interest in language.

We have ended the year on a positive note, both in terms of financial strength and membership numbers – no mean feat in such uncertain times. Thank you for being part of our wonderful ITI Community and for your continued support and commitment. Here's to the next 12 months!

Nicki joins in with the Singing Translators.



Nicki taking part in a session at her first ITI Conference as Chair.

Nicki Bone



MEMBERSHIP

MEMBERSHIP NUMBERS

2022/23 was another year affected by external volatility. As the new financial year began in May 2022, the impacts of Covid were still being felt and the Board took the decision to support members by maintaining subscription fees at the same level for a third consecutive year. Then, just as the effects of Covid began to subside, a new set of challenges emerged with inflation rising dramatically and members feeling the financial impact in both their professional and personal lives. The autumn Pulse survey reported a substantial dip in members' confidence in the business environment and, as of the most recent survey in spring 2023, there had been no reversal in this.



ITI's total membership in 2022/23 = **3,221**

40% more members subscribed exclusively to the online Bulletin

Qualified Members = **1,632**

32% increase in MITI assessments

Members upgrading increased by **39%**

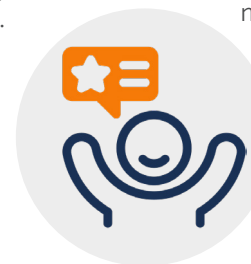
Against this backdrop, retaining and increasing member numbers has been extremely challenging. So, although the overall membership number grew only slightly during the financial year, it is, nonetheless, an important achievement.

Significantly, a record number of members upgraded their membership category during the year, as a result of efforts to encourage members to see progression through the categories as part of their professional development.

RECORD NUMBERS OF ASSESSMENTS

There was also a record number of MITI assessments in 2022/23 – a 32% increase on the previous year. This came from a combination of new members joining, existing members upgrading and existing MITIs taking the assessment in additional languages. In July, the membership team undertook a review of the NSLG (New and Small Language Group) assessment process to ensure its robustness and that it continues to be fit for purpose.

Following the overhaul of the interpreter assessment in 2021, a review was carried out in 2022 to ensure that the changes had been implemented successfully. It was concluded that they had been well received, were effective and had resulted in an increase in interpreter assessments.

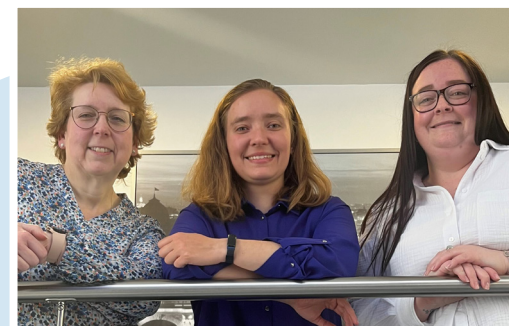


NEW INITIATIVES

In March, trial membership was introduced, which effectively offers six months of free Affiliate membership when purchasing a course/workshop. A series of communications will be delivered during these six months to share the benefits of membership, with a view to retaining members for the longer term. These communications are part of a wider onboarding initiative (see page 5).

In February, a more streamlined application process was introduced for the Affiliate category. This has opened up opportunities for those looking to join ITI who have a non-conventional background and experience and is in line with the Institute's goal to be an equitable, diverse and inclusive membership body.

Various system enhancements have automated more tasks again this year. This has given the membership team more time to engage directly with potential members in terms of following up applications with phone calls and offering video consultations to talk through the MITI assessment process.



Jacqui, Emmeline and Rachel - the ITI membership team.



MEMBERSHIP CONTINUED

MAXIMISING MEMBERSHIP

To ensure ITI delivers the best value and to further improve member retention, a series of initiatives were launched in September to encourage members to make the most of their membership and explore all of its benefits. This included customised pages on the website for different membership categories, highlighting their member benefits and also offering support and advice for the particular stage they are at in their career.

A series of onboarding emails were also developed and are sent during the weeks following a new member joining ITI. Their aim is to highlight the numerous benefits, provide guidance and ensure members feel welcomed into their professional home.

As well as seeking to highlight the many non-tangible benefits of membership, such as the sense of community, the recognition and acknowledgement of professionalism, it is also important to highlight the tangible benefits. In ITI's Black November event, many of the Institute's benefit providers offered prizes to ITI members. There were almost 500 entries and 11 licences were given away, as well as free products and additional discounts.



CHOOSE MITI

In June, our Choose MITI campaign was launched with two aims. Firstly, to promote the benefits of MITI Qualified status to non-members and encourage them to join ITI. And secondly, to educate buyers of translation and interpreting services about the importance of choosing professionals who have been properly assessed and who are trusted and experienced, namely Qualified Members of ITI. The campaign included a video and several infographics explaining the benefits.

MITI translators are:

1. Assessed by ITI



A high level of language **proficiency** has been demonstrated

MITIs complete a **compulsory** assessment of translation skills



Peer-reviewed assessment mirrors a client commission

2. Experienced



Minimum of **3 years** as a practising translator



References supplied by at least 2 clients

Used to understanding client briefs and **problem solving**

3. Trusted professionals

- Adhere to ITI's **Code of Professional Conduct**
- **Listed** on the public ITI directory



189 different specialisms



Comprehensive source of **qualified** translators

7,000+ directory searches per month

Search by **250** different language combinations

4. Continuously developing



MITI members completed over **30,000 hours** of CPD last year

Familiar with a **wide range** of translation technology

Associated skills include proofreading, editing and subtitling





ITI NETWORKS

UNRIVALLED SUPPORT AND COMMUNITY

ITI's networks cover a diverse range of languages, subjects and interests, as well as geographical areas. Two new networks were formed this year; the Beauty, Fashion and Luxury Network, and the Ukrainian Network. Microsites for 17 networks were created on the ITI website during the course of the year.

“Volunteering for the ITI Networks is a great way to network and meet new people, both from a social and professional point of view.”

Andrew Bell

In a profession where the majority work alone as freelancers, it is invaluable to be part of a network of individuals who share the same interests and challenges. The sense of belonging and support that the

networks offer is one of ITI's greatest strengths. They are central to creating the strong sense of community that the Institute delivers and that members consider so important.

The networks are all run by volunteers and ITI is immensely grateful for the time they give. Unfortunately, three networks were dissolved during the year as there were insufficient volunteers or activity to continue. The Institute encourages all members to consider whether they could offer a little of their time to support their networks in the year ahead. Only through your involvement can they continue to go from strength to strength.

Polish Network – meet-up in York.



TWO NEW NETWORKS LAUNCHED



Ukrainian



Beauty, Fashion and Luxury

The ITI Networks once again offered an unrivalled range of events and activities including co-working sessions, boost days and social events, as well as many more formal CPD events. The topics covered in workshops were wide-ranging and included generative AI, mental health, inclusive language, pricing, the changing Dutch language and translating for museums.

MENTORING THE NEXT GENERATION

Mentors give their time generously and play a vital role in the development of new talent. Ten of the ITI Networks offer mentoring schemes, which are all highly valued by the mentees who take part in them. In the autumn, a new page was created on the ITI website, bringing together in one place information about all the schemes on offer.

ITI NETWORKS INITIATIVE AWARD

In 2022, the award was presented, for a second year in a row, to the Polish Network for their participation at the KTLC – one of the largest translation and localisation events in Europe.

Presentation of award to Polish Network.



East Anglia Network – Halloween writing workshop.



36 online training events

5 hybrid training events

17 in-person training events

100 events organised by the networks

18 in-person social events

24 online social events

Christèle Blin was named as Mentor of the Year in the ITI Awards 2022. She was highly praised for her approach as a mentor in the ITI French Network's mentoring programme and for her generosity with her time.





DEVELOPING THE PROFESSION

TRAINING

Regular, constructive and varied CPD helps members develop and maintain their expertise and stay relevant in an ever-changing, competitive market.

Another packed training programme was delivered during the year and all events took place exclusively online (apart from the conference, which you can read about in detail on page 8). This is proving to be the most popular, cost-effective and efficient way to deliver events and, combined with system improvements that have automated many previously manual operations, has enabled the Institute to significantly increase its offering in recent years.

41 training events were delivered in 2022/23 compared to 24 pre-Covid, offering substantially more choice to members and non-members alike. The number of non-members who purchased training from ITI (and paid a higher fee than members) increased by 42%, providing important additional income.

Looking forward, the spring Pulse survey identified that language skills, subject knowledge and technology skills remain the key areas in which members were looking for training. This demand will be reflected in the CPD offering in the year ahead.

CELEBRATING ACHIEVEMENTS

ITI is committed to encouraging and celebrating CPD among members and two new initiatives were introduced as part of this.

Although the target for ITI members is to log 30 hours of CPD each year, many members

exceed this and so in May 2022 new badges were launched to recognise these achievements.

The ITI Awards 2023 will see the inclusion of a Best CPD Achievement award for the first time, to celebrate outstanding professional development in translating and interpreting. This award will showcase examples of good practice and continuous improvement, and recognise members' professional development efforts and achievements. The first winner will be announced at the online awards presentation in the summer.

SHARING KNOWLEDGE

An important part of CPD and one in which many ITI members excel is professional contribution or giving back. An excellent example of this was the Wise Award Winners Christmas event in which winners of ITI Awards in years gone by gave their time to share their knowledge and experience with other ITI members. Six panel sessions covered a range of topics and generated lively discussion and debate. The small fee charged for this member-only event went to the ITI Bursary Fund.



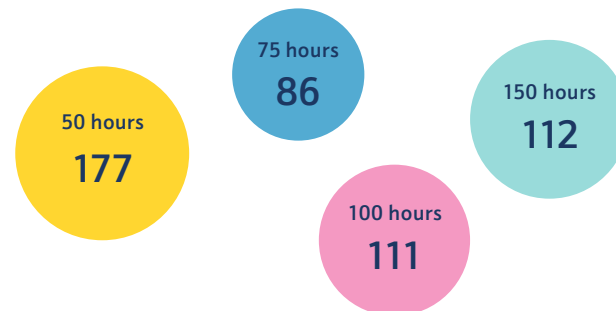
ITI Wise Award Winners Christmas event.



Members achieving the target of 30 hours of CPD

951

51% were awarded one of the new CPD badges for logging over:



The new CPD achieved badges for 50, 75, 100 and 150 hours of CPD logged.



42 training events delivered



55% increase in gross revenue from training



64 event speakers, plus over 50 conference speakers





BACK TOGETHER

Following two years in which all ITI's interaction with members was forced online, 2022 finally saw the return of face-to-face events. The ITI Board was able to meet in person once again, as were members at the 2022 conference. However, in these evolving and changing times, the conference was delivered as a hybrid event, which came with its own benefits and challenges.

BREAKING NEW GROUND IN BRIGHTON

A year later than planned, ITI's Conference returned in 2022. It took place in the majestic surroundings of The Grand hotel in Brighton, with proceedings also streamed online, making it ITI's very first hybrid conference. Almost 300 delegates made the trip to the English south coast to attend in person, with a further 165 attending online – the highest level of participation in an

Attendees in Brighton say hello to their colleagues watching online.

ITI Conference ever. Running a hybrid event was a new experience and not without its challenges, but the new approach went smoothly and was well received.

The ITI Awards took place at the conference gala dinner, giving winners the opportunity to celebrate and be recognised for their achievements alongside friends and colleagues. The ceremony culminated in the John Sykes Memorial Prize, recognising an outstanding contribution to translation or interpreting, being awarded not once, but twice: firstly to Daniel Hahn, who won the prize in 2021 but was not able to receive the accolade in person, and then to Stella Clarke, on behalf of the Directorate-General for Translation – European Commission. DG Translation was recognised as the largest translation service in the world, with a yearly output of around 1.5 million pages, and also for its efforts to educate about translation through a wide variety of programmes.

ITI's Bursary Fund supported 21 members to attend an in-person conference for the first time.

“ I am very grateful to ITI for awarding me a bursary to attend my first ITI Conference. It has confirmed to me that I have chosen the right path finally... and I know that I will have ongoing support from the wonderful translator community as I develop my business over the next few years. ”

Sue Mason

LOOKING AHEAD

While members clearly missed the opportunity to meet up in person during the pandemic, it is also evident that there has also been a shift in behaviour, and events are having to find their place within this. So, looking to the future, we will be trying different approaches. 2023 will see a new format of *One day in* events, focused on core skills, and in a drive to increase efficiency and control costs, Board meetings will in future alternate between online and in person.





COMMUNICATION AND ENGAGEMENT

SPREADING THE WORD

ITI is committed to engaging with all those connected with the profession. As part of this, a series of educational infographics were created, covering topics including the role of ITI, the difference between a translator and an interpreter and the pitfalls of translation apps. These have been used on social media and are available on the ITI website for members to download for use in their own outreach work.

Excerpt from one of the series of infographics.

Human translator or translation app?



Human translator

In the same way you wouldn't rewire your own house or replace your car's engine, if you need something important to be translated you should go to a professional, human translator.

As professionals, translators are not only highly proficient in languages, they also have in-depth cultural and subject knowledge. Here are some cases where a human translator is essential:



When accuracy is essential

Medical records, legal documents or financial reports, for example



When your brand's reputation is at stake

Any material for public consumption should be translated by a human, be it a brochure, a website, or an app



When there's nuanced language

For example, adverts and books, where the language often depends on cultural references and metaphors

ENGAGING WITH THE ITI COMMUNITY

The ITI Community remains highly engaged with the Institute, whether via social media, through members' involvement with the Institute's committees and networks, or by completing the Pulse survey and taking part in other research.

Email continues to play a key role in member communication. The delivery of further improvements to the database and email system has given the Institute the ability to deliver increasingly segmented and personalised emails, ensuring relevance and thereby maintaining strong open rates and engagement. Benchmarking surveys show ITI to be at the forefront in this area when compared with other professional associations.



LinkedIn has become the key social media channel for ITI and the number of followers

once again grew substantially to just short of **100k**

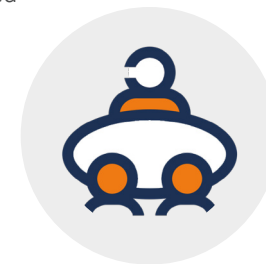
LIAISON WITH GOVERNMENT AND OTHER BODIES

ITI continued to play an active and leading role in the Ukrainian language support task force that was first established in March 2022. In July, the Institute delivered a free webinar – Helping refugees into education and work as interpreters.

Throughout the year, ITI's Chief Executive attended meetings of the All Party Parliamentary Group on Modern Languages and the PI4J (Professional Interpreters for Justice). The PI4J is in discussions with the Ministry of Justice, which is currently working on plans for new initiatives that will start in 2025.

The Institute was also represented at a number of international events. ITI Board member Francesca Matteoda attended the FIT Europe Annual Meeting online, and former Chair Sarah Bawa Mason represented ITI at the FIT World Congress.

In February 2023, ITI joined with the CIOL to write to the Minister of State for Immigration. This was to express concerns in response to reports that asylum claimants would be required to complete questionnaires in English within 20 days and to use translation apps if they didn't speak English. To date, no reply has been received.





GOVERNANCE

COOPERATION AND STRONG GOVERNANCE

Now well established online, the AGM in October was once again well attended. Several member motions were raised and voted on by members, and a change of rules was approved to allow one position on the Board always to be reserved for a Qualified Interpreter member. As always, attendees were very engaged in the question-and-answer session that followed the formal proceedings of the AGM.

BOARD MEMBERS

At the beginning of the financial year, Nicki Bone took over the role of Chair, with Carmen Swanwick-Roa continuing as Vice-chair, a position held jointly with Fiona Gray, who was newly appointed to the role.

Following elections at the start of 2023, Amey Higgon and Lauren Bordon were elected to the Board, as the corporate and non-voting member respectively, taking effect from May. No Qualified Interpreter member came forward to stand for the newly created role on the Board, and so incumbent Board member, Agata McCrindle, agreed to fill this vacancy. Hayley Carter-Smith, who was to stand down, was consequently co-opted to the Board for a further two years to ensure all 12 places were filled.

ITI would like to thank Hannah Stacey, who stepped down at the end of the financial year, for all her support and hard work over recent years.

COMMITTEES

The Institute is grateful to the Chairs of ITI's Committees (listed below) and to all their members who volunteer their time to make such a valuable contribution to the work of the organisation.

- Appeals Committee Françoise Vignon
- Fellowship Committee Kirsty Heimerl-Moggan
- Membership Committee. Cate Avery
- Networks Coordinator. Agata McCrindle
- Nominations Committee. Francesca Matteoda
- Professional Conduct Committee. Vacant
- Professional Development Committee. . . Kari Koonin

PLANNING FOR A STRONG FUTURE

The Board agreed to change the way it meets, with shorter, more frequent meetings that will enable its members to make decisions more quickly. It was also agreed that there should be an annual strategy meeting (rather than biennially as previously) to enable greater accountability in the delivery of the Institute's strategy.

The announcement by Paul Wilson that he was to retire as ITI's Chief Executive resulted in a rigorous recruitment process for his successor. A recruitment committee was established, who appointed Memcom, a recruitment company specialising in the membership sector, to assist with the process. Following a robust series of interviews, Sara Crofts was appointed and Paul Wilson kindly agreed to continue for a short while in a consultative capacity to ensure a smooth transition.





CONTINUITY AND CHANGE

Writing this is one of my final responsibilities as Chief Executive and I am pleased to report that, despite yet another year in which we faced unprecedented challenges, the Institute remains in a robust position in terms of membership, finance, governance and operations.

Faced with soaring costs, all areas of the budget had to be reviewed to identify anywhere that costs could be cut or the rise in costs lessened. Despite the significant financial pressures, I am pleased to report that the staff team rose admirably to the challenge and during the year have continued to deliver more for members with effectively fewer resources.

ITI has never been afraid to adapt and there is undoubtedly an accelerating pace of change in the market. Developments in AI could have a significant impact on the Institute both in terms of its membership and its own operations. Therefore, it is important that we remain abreast of its development, open to its opportunities and prepared to highlight its dangers in respect of translation and interpreting.

There are no doubt challenges ahead, but also many exciting times for ITI. And so, as I sign off for the final time, I am pleased to be passing the Institute into what I feel confident are safe hands. The new Chief Executive, Sara Crofts, was appointed as a result of a rigorous recruitment process, and with the support of the ITI Board, staff and members, I am sure she will guide ITI successfully through the opportunities and challenges the years ahead will bring.

It only remains for me to thank you all for the opportunity to lead ITI over the last 12 years and to wish you the very best in what I am sure will be an exciting and successful future.

Paul Wilson



Thank you, Paul. It is a privilege to take over as Chief Executive of ITI and I am very much looking forward to getting to know and working with you all in the future. Although I have a personal interest in language, I have a lot to learn about the professional world of translation and interpreting. However, I am confident that my recent experience of leading a professional membership organisation will serve me well and I look forward to bringing a fresh perspective to the Institute.

I am glad to be joining ITI at the beginning of a financial year and in time to participate in the Board's annual strategy meeting, as this provides an excellent opportunity to get to grips with ITI's ambitions as well as its challenges. It is already clear to me that ITI is a forward-looking organisation with an exciting future and I am enthusiastic about working with the talented and energetic staff and volunteers to ensure that we continue to prosper and grow.

But my first priority will be to get to know the members, because you are at the heart of who we are and what we do. So, I hope to meet as many of you as possible at events in the coming year. Come and say hello!

Sara Crofts



ABOUT US

ITI has over 3,000 members working in translation and interpreting. It supports its members through training, events, networking opportunities, information updates and resources, a bi-monthly magazine, and a variety of other member benefits.

The Institute's professional development programmes are open to non-members to help raise standards within the sector.

It also seeks to raise awareness in the business community and society more broadly of the value of professional translation and interpreting, and to promote the needs of the profession.

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The financial report is issued separately from this document later in the year. Both will be available from the ITI website.



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