

Annual Review of the Institute of Translation and Interpreting 2020/21

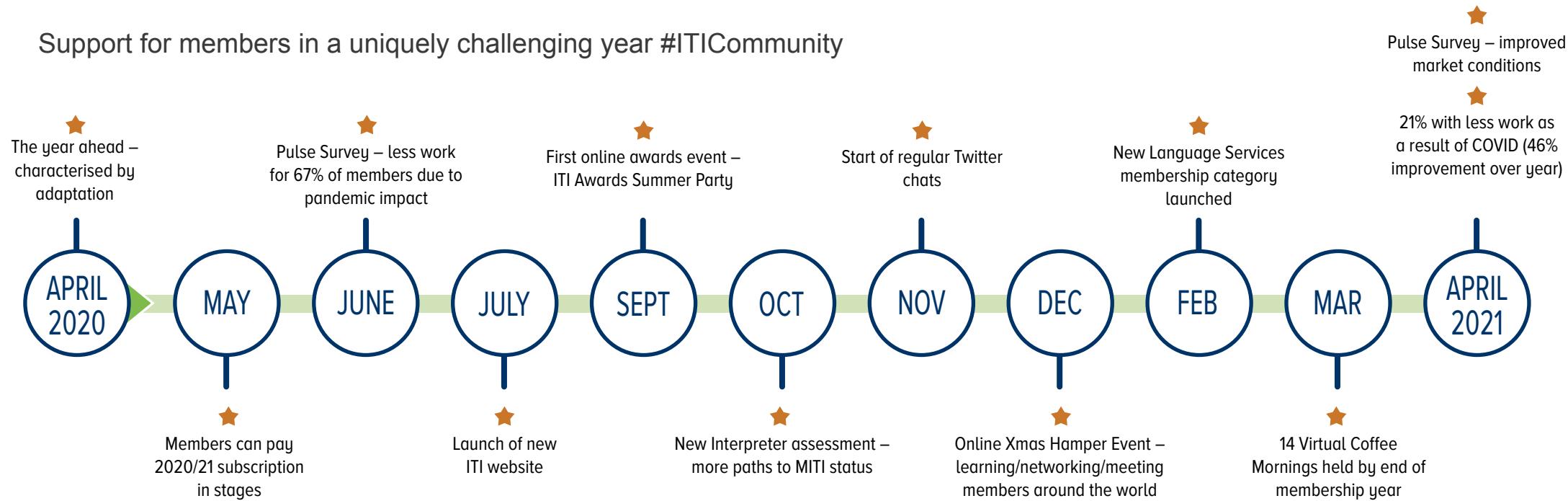


Institute of
Translation
and Interpreting



HIGHLIGHTS OF THE YEAR

Support for members in a uniquely challenging year #ITICommunity



Our five core goals: (These are derived from ITI's Vision and Values – available on the Institute's website)

1

Strengthening our influence at the core of decision-making, justifying any decision to use a professional, thereby supporting the profession

2

Increasing our membership reach and the support we give throughout our members' careers

3

Expanding the distribution of knowledge and research that support the arguments for high-quality translation and interpreting, to ensure that these arguments are widely known and understood

4

Developing our comprehensive skills assessments and professional development offer, to ensure that members are consistently seen as relevant and trusted in all sections of society

5

Being the best we can be – building a brilliant organisation to support our incredible movement of practitioners

Our **front cover pictures** this year are a selection of images submitted for the Institute's photo competition – *Work in the time of lockdown*. These were submitted (left to right anticlockwise) by: Asma Suleman; Francesca Matteoda; Joanna Waller; Hayley Smith; and Laurence Bisot.



THE STRENGTH AND SUPPORT OF ITI COMMUNITY

Welcome to our review for 2020/2021

As I move into my third year as Chair, like every other commentator who's put virtual pen to virtual paper in the last few months, I sincerely hope that the worst is behind us. However, before I look at the past year, I'd like to start by expressing a special thought for any members, and their loved ones, who have been affected by COVID-19 in any way. Whatever else is said in this Review, it's important to remember that real people have been directly impacted, sometimes in ways that are hard for us to imagine.



‘Our superb ITI Community took up the challenge thrown down by COVID-19, and responded magnificently.’

Paul Appleyard

I can't believe that it's twelve months since I wrote, at the start of the last Annual Review, about how my expectations had been confounded. A year ago I said that 'at no point have I felt alone because of ITI's reinforced online presence and superb community', and everything that has happened in the past twelve months has underlined that.

Our superb ITI Community took up the challenge thrown down by COVID-19, and responded magnificently, with so much going on online that I couldn't possibly list everything here. The highlights, for me, were the Virtual Coffee Mornings where we got to know much more about ITI members around the country (and beyond), the wide range of activities offered by the Networks (virtual pub quizzes, book clubs, and so on), the many ITI webinars on various subjects, and the ITI's online events, starting with a first, slightly tentative dipping of toes into deep virtual waters with the online Awards Summer Party, leading into the Online Christmas Hamper which brought ITI members from across the world into the same virtual space, and which in turn paved the way for the online conference held at the start of May (which I'm sure will be mentioned in more detail in next year's annual review).

Elsewhere, and underlining the level of commitment and engagement, we had several members stand in the board elections, and ITI members work actively online, wherever they are in the world, to promote the profession to the uninitiated.

Here's to more of the same this year, along with a sincere hope to see you all in the real world before too long.

Paul Appleyard
Chair



Speaking to students at
the University of Surrey



MEMBERSHIP



SOLID PERFORMANCE IN UNCERTAIN TIMES

2020/21 was a time of uncertainty for ITI members, and this was reflected in the Board agreeing at the start of the membership year to offer 50/50 split payments for the membership subscription. Initial planning for the year was focused on mitigating potential losses as a consequence of COVID-19, but the industry is nothing if not resilient and adaptable, with the result that membership ended at a higher total than the same time in 2020.



ENHANCING SERVICE PROVISION

A new website and IT office systems, implemented in this membership year, enabled a huge step forward in the provision of member services including:

- Online applications
- Improved content in the member-only section of the website, and self-service delivery for updating Directory profiles
- Online payments, renewals and invoices/receipts
- Online membership certificates
- Downloadable member logos

The Membership team also launched a new Interpreter Assessment for MITI Qualified status. This is a more inclusive, points-based system, taking into account that interpreters come from a variety of backgrounds and cultures that do not all offer the opportunity to study for degree-level qualifications.

NEW MEMBERSHIP CATEGORIES

The year saw the introduction of a number of new membership categories to better reflect the range of services that make up the language services industry and to enable ITI to tailor the benefits offered to members.

- **Corporate Member – Accredited LSP:** For existing members who can demonstrate an ongoing contribution and commitment to the profession and to ITI
- **Corporate Member – Technology:** For businesses supplying technology and equipment to the translation and interpreting industry
- **Corporate Member – Community:** For UK-based social enterprises, registered charities and community-based not-for-profit organisations providing translation or interpreting services
- **Language Services Member:** For individuals working as project managers/co-ordinators, resource managers, account managers and in other associated roles within language service providers

WHAT MEMBERS VALUE

In autumn 2020, we asked members which channels they valued most for receiving information from ITI. It was gratifying to see confirmed that ITI's communication strategies and consistent implementation coincide with member preferences.

WEBSITE CONTENT (MEMBER ONLY)	WEBSITE (FREE)	ITI BULLETIN	MONTHLY UPDATE	NEWS EMAILS
24%	44%	42%	28%	25%

(% of respondents)



MEMBERSHIP CONTINUED

NETWORK ACTIVITIES

ITI Networks¹ provide support for professionals who share an interest in a language, subject or specific location. In many ways, the challenges and triumphs experienced by the Networks over the last membership year mirrored those faced by ITI headquarters.

They had to deal with the disappointment of cancelled events and quickly adapt, developing new approaches to networking in this suddenly very different world.

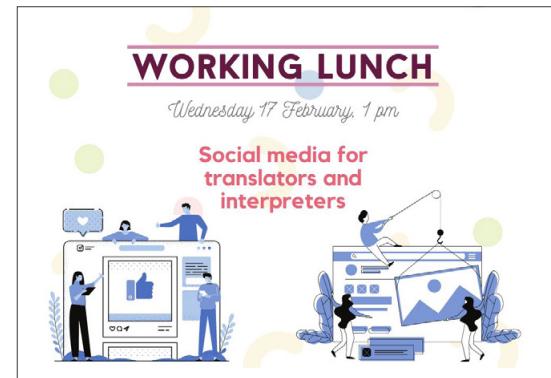
Networks quickly turned their main focus to Zoom, with professional development activities continuing apace. Topics covered over the year ranged from technology issues such as terminology management and developments in machine translation; to various aspects of managing your business effectively; to issues that have begun to challenge translators and interpreters more recently, such as approaches to translating gendered terms and non-binary people.

‘The important thing was to transport us out of our lockdown restrictions and remind us that the rest of the world is still out there.’ (Virtual walk)

Kerry Gilchrist
Yorkshire Translators & Interpreters

Translation slams and meet the client sessions also maintained their place in programmes.

An important development was the creation of formats that helped members to network and socialise online, providing moral support, camaraderie and fun at a time when members might be facing a downturn in work and feeling stressed and isolated.



These included the North-West Translators' Network² Working Lunch initiative, and the Italian Network's Aperitivi sessions, which aimed to increase knowledge about the Italian language and Italy.

There were also book clubs, virtual tours and festive occasions, such as the Yorkshire Translators & Interpreters' cheese-fest, quite a logistical exercise in delivering cheese to members so they could participate in online tasting and scoring!

The Networks also continued their excellent mentoring work. This included two initiatives

launched in 2020: the Western Regional Group's New Entrants Group, which aims to support new translators in filling the gap between qualifying and feeling established; and the French Network's mentoring scheme to help mid-career language professionals.

The regular Virtual Coffee Mornings hosted by ITI headquarters were an excellent opportunity to showcase all these activities, as each one featured conversation with guests from one regional group or specialist network.

The Polish Network, formed at the end of the previous membership year, quickly got off the ground with a full CPD and social programme. The year also saw the formation of a new Network – SHEA (Sustainability, Horticulture, Environment and Agriculture), while the Central and Eastern European Network was dissolved.



Polish Network event tweet

1. In December 2020, there was a change to the ITI Bylaws meaning that existing Network and Regional Groups (NWRG) would be referred to collectively as Networks. However, NWRGs could retain their Regional Group names.
2. Changed from North-West Translators' Regional Group in this membership year.



SAFEGUARDING THE FUTURE

COMMUNITY IN THE FACE OF COVID-19

At a time when members were facing unfamiliar work and life challenges, it was clear that ITI had to adapt its services to provide appropriate levels of support.

There was a strong focus on ensuring that individuals did not feel alone, raising spirits and making everyone feel part of #ITICommunity.

Professional Development had started to organise Virtual Coffee Mornings (VCM) in April, and this programme of activity continued over the course of the year. In the earliest, most unsettling days of the pandemic, these took place weekly, eventually reducing in frequency. The VCMs were lively and fun events, providing an opportunity to find out more about fellow members and listen to good-natured banter from the ITI hosts.

By the end of the year there had been 1,006 viewings of VCMs, live or recorded.

Another new departure for the Institute was its online Christmas Hamper event. Over the course of a day this provided learning, networking, a gripping translation duel and festivities aplenty via the Christmas Cracker session, which took viewers on a world tour, chatting to members in a variety of different



1,006 viewings
Virtual Coffee Mornings
#ITICommunity  

countries about how they would be spending the holiday season.

ITI continued to monitor the way in which the pandemic was affecting members via its regular Pulse Surveys, which revealed a reduction in negative impacts over this period.

In our spring 2021 survey, 56% of respondents were feeling positive about the business environment (versus 38% in autumn 2020). 64% had gained new business over the last 12 months, a rise of 6% since the autumn. And 18% were receiving more work from current clients (versus 12%).

21% of respondents said that they had less work now as a result of COVID. This compares to 55% in autumn 2020 and 67% in spring 2020.

Adaptation to continue to function effectively in a changed environment was a common theme. For example, the pandemic had caused 50% of all respondents to reassess the sustainability of current clients.

Pulse Survey Findings Spring 2021

Has the pandemic caused you to:

	% of respondents
Reassess sustainability of current clients	50%
Solicit work with clients you see as more robust in the current environment	36%
Add different types of work to offering, in addition to translation and interpreting	32%
Solicit work in new sectors less adversely affected by COVID	31%
Consider leaving translation/interpreting altogether	15%



It was a changed world of work for members in 2020/21. Pictured are Asma Suleman at the now iconic clap for the NHS, while working as an interpreter at Watford General Hospital; and Penny Langton sharing office space with her children (ITI photo competition).

34% had changed their use of technology somewhat or significantly to facilitate effective working and communication. The greater requirement for interpreters to adapt the way in which they operate in order to be able to continue working was reflected in their responses to this technology question, with 52% making significant changes (versus 15% of the whole group).



SAFEGUARDING THE FUTURE CONTINUED

RESEARCH

The ITI Research Network held a summer workshop with Corporate Education members in June 2020, *How research impacts on the translation and interpreting professions*, with input from 15 researchers in the morning and concentrating on strategic planning for the Network in the afternoon.

The Network now has plans to strengthen ITI members' understanding of the research focus of Corporate Education members and their teams, and ways in which the various membership groups can work more closely together – facilitating the development of evidence-based arguments relating directly to professional practice.

As part of this thrust, the Research Network is creating guidance for recommended reading on many issues relevant to practising translator, interpreter and corporate members, helping to keep them informed of current thinking in key areas and armed with arguments to better inform professional practice.

Alongside this, the Network has worked with several ITI University members, writing letters of support for research funding bids, while some of our Networks and Regional Groups have worked closely with their local Universities on research projects to be published soon – information about publications will appear in the research section of the ITI website.

The Institute's 2020 ITI Research e-book, *Translating women – activism in action*, was published in August to coincide with Women in Translation Month (#WIT), an initiative to give more visibility to women-authored literature in English translation.

LIAISON WITH GOVERNMENT AND OTHER BODIES

The Institute provided feedback to the Department of Business, Energy and Industrial Strategy on how the translation and interpreting sector had been impacted by the pandemic.

It also worked with the Association of Translation Companies on the Post-Brexit Guide for Language Service Providers and the Chartered Institute of Linguists on a VAT seminar, in order to provide support to members in the transition to post-Brexit working.

As the Brexit transition period came to an end, ITI Chair Paul Appleyard penned an open letter to fellow Institutes and associations around the world, committing to a close collaborative future post-Brexit.

ITI continued to be an active member of Professional Interpreters for Justice (PI4J), with collaboration of the participating organisations enabling the development and launch of a new PI4J website.

Paul Wilson's membership of the chief executives' group of the Professional Associations Research Network has been a useful way to benchmark the Institute's activities against other similar organisations, while also enabling the useful sharing of experiences, approaches and ideas.

Translating women – activism in action, was published to coincide with Women in Translation month #WIT



Summer workshop – *How research impacts on the translation and interpreting professions*

‘ITI is committed to a close and collaborative future with fellow institutes and associations, not just in Europe, but worldwide. Brexit doesn’t change that, indeed it rather serves to reinforce our desire to be a force for effective communication and collaboration, regardless of where people are located.’

Paul Appleyard
ITI Chair



DEVELOPING THE PROFESSION

TRAINING

There were a total of 14 free webinars for ITI members, with three events hitting over 300 registrants. Registrants may either tune in live, or view the recording, offering maximum flexibility.

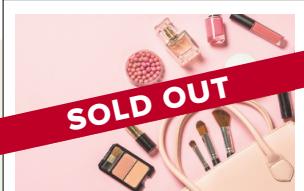
While the ratio of registrants to attendees for a webinar averages at 35-45% (Source: BigMaker), ITI has consistently hit 50% on live attendance, and on three occasions over 80%, which reflects the relevance of the topics from COVID and machine translation to post-editing and cooperation in the language sector.

ITI's online Starting Work as a Freelance Translator or Interpreter (SWATI) event – this year in association with the University of Westminster – once again proved very popular; the three streams looking at interpreting, translation and language service providers were viewed (live or recorded up until 30 April) 286 times.

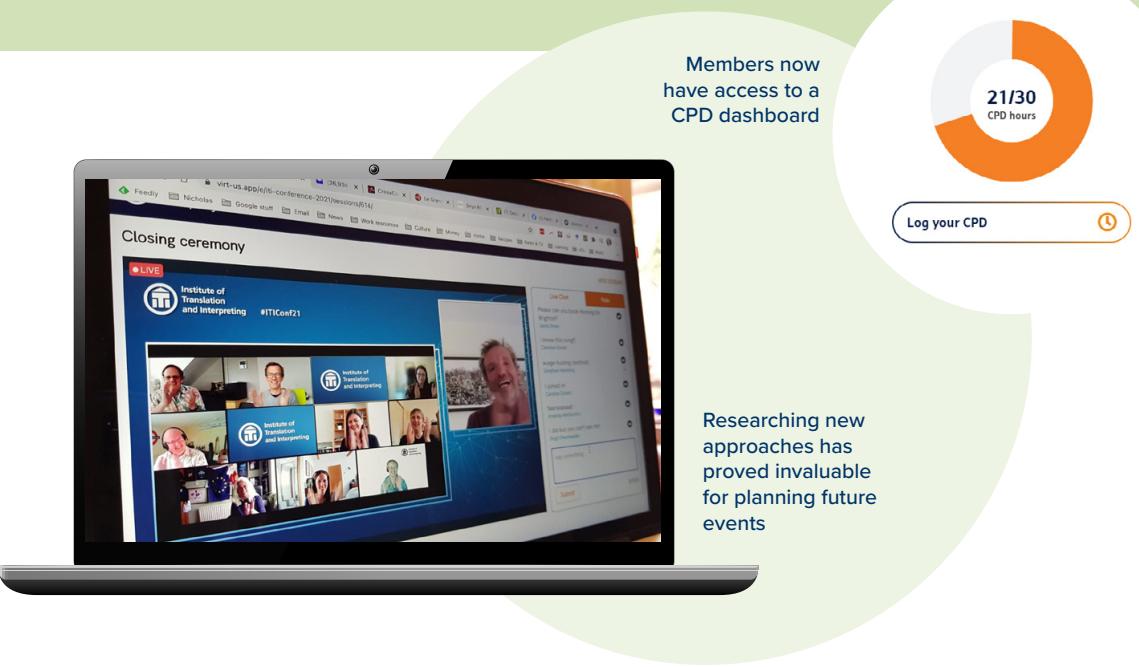
It was the first time that ITI charged non-members to attend SWATI; this ensured higher commitment levels from those registering, resulting in higher attendance figures than had been the case previously at the face-to-face event.

The Institute's well-established Setting Up as a Freelance Translator and Advancing your Freelance Translation Career courses sold out, and there was considerable demand to repeat.

The year also saw the introduction of a new, short interactive course programme. The four courses – covering technical translation for the engineering and technology sectors, revision and self-revision, translating and editing for the



Sell-out courses included those on beauty and scientific writing



beauty business, and scientific writing – sold out quickly and had to be run later in the year due to demand.

With the addition of the online shop to the ITI website, Professional Development is now able to offer the Prepare for Success package, which assists in preparation for MITI assessment, directly to members as well as a selection of webinars to non-members.

CPD LOGGING

The introduction of the new website means that members now have access to a CPD dashboard, showing at a glance how many hours of CPD they have logged. Monthly CPD mailings were also introduced to encourage members to undertake CPD and log it with ITI.

Members now have access to a CPD dashboard



Log your CPD

Researching new approaches has proved invaluable for planning future events

CONFERENCE

It was very disappointing to have to cancel the planned Bristol conference due to the restrictions of the pandemic.

However, this has, of necessity, led to a period of thinking differently about events. Extensive research on alternative approaches will be invaluable for the Institute's future events programme – whether face-to-face or virtual, and led to delivery of a completely online and highly successful conference in May 2021.

45 webinars in the members' area of the website
3 of which had over 300 registrants



SPREADING THE WORD

WEBSITE RELAUNCH

Mid-July saw the relaunch of ITI's website, with an updated look and feel. The aim has been to showcase ITI members, and the translation and interpreting profession more widely. In addition to a more prominent member directory that is easier to use, it also features an extensive, regularly updated Knowledge Hub and enhanced Events calendar.

The website also incorporates systems for both members and non-members to indicate their mailing preferences. ITI is now emailing members and non-members in a more targeted way, based on these preferences.

In addition to strong performance in 2020/21, the website lays down firm foundations for future developments and enhancements.

The new website has shown a strong performance in its first year. Figures below compare 20 Jul 2019 – 30 Apr 2020 to 20 Jul 2020 – 30 Apr 2021



SOCIAL MEDIA

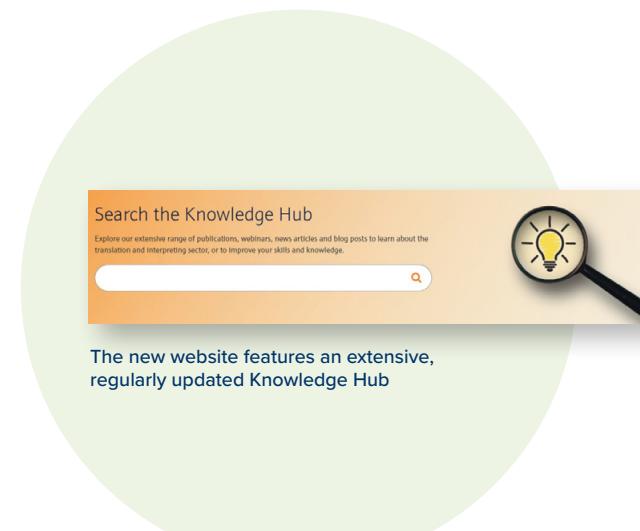


ITI's social media channels continued to perform strongly: at the end of the membership year, the number of LinkedIn followers stood at 57,266 (+ 88%) and Twitter followers at 11,341 (+ 15%).

The Institute also introduced a Twitter chat, with three taking place November 2020 to March 2021 on freelance survival skills, the impact of COVID on work and CPD explained, with all achieving significant impressions and engagement rates.

11,341 (+15%)
Twitter followers

57,266 (+88%)
LinkedIn subscribers



ONLINE AWARDS



The pandemic did not adversely affect the quantity or quality of award entries, but did result in the complication of having to switch from a traditional presentation event to a relatively complex online event.

The outcome was a new-style awards event for the Institute combining live and recorded elements, with the award winner announcements being made in a dynamic, recorded audiovisual presentation. The event was enhanced by acceptance speeches from all the winners, and live interviews with several of them.

The outcome was a very engaging event, that could be viewed live or as a recording. It certainly provided a most fitting vehicle for celebrating inspirational performance.

IN PERSON

Face-to-face contact was generally out this year, replaced by online conversations from home offices. ITI Chair Paul Appleyard's activities included speaking to students at London MET and Surrey Universities; taking part in a Troublesome Terps podcast for interpreters; speaking at the American Translators' Association conference; and participating in an International Federation of Translators Europe (FIT) meeting, where topics included machine translation, remote interpreting and International Translation Day.



GOVERNANCE

ENGAGEMENT FOR STRONG GOVERNANCE

The online AGM took place in October, with members dialling in from all over the UK and Europe, and this time with the added benefit of video transmission of proceedings.

Chief Executive Paul Wilson described how ITI had maintained membership growth and achieved an on-target small surplus despite very challenging circumstances for the Institute and its members.

Attendees were very engaged in the online question and answer session at the end of the AGM that followed the formal proceedings.

Going forward, ITI will continue to consider how these meetings can be enhanced in terms of quality, engagement and cost-effectiveness.

The Institute has the goal of increasing the levels of consultation with members, which has been reflected in its approach to reviewing the Articles of Association. The project started at the end of the year, with the Institute soliciting the views of a group of members who had volunteered to provide input on this work.

BOARD MEMBERS

Nicki Bone and Carmen Swanwick-Roa took on their role as vice-chairs during this membership year.

Following elections at the start of 2021, Francesca Matteoda and Kerry Gilchrist were elected to the Board, to take effect from May.

ITI thanks those Board members who stepped down at the end of this year – Giovanna Tomaro and Maha El-Metwally for their unstinting service.

The Board never met face-to-face over the course of this membership year, and the new



Video feed of Chair Paul Appleyard at the online AGM

members who joined 2020/21 have only ever seen their colleagues at online meetings.

However, the group has adapted well, showing great resilience, commitment and good humour in getting through a significant work programme.

COMMITTEES

We express our thanks to the chairs of ITI Committees (listed below) and all members of committees for giving their time in making such an invaluable contribution to the work of the Institute.

- Membership Committee Cate Avery
- Professional Conduct Committee Vacant
- Professional Development Committee. . Kari Koonin
- Appeals Panel. Françoise Vignon
- Fellowship Committee Kirsty Heimerl-Moggan
- Networks Coordinator Nicki Bone

PLANNING AHEAD

The Board has undertaken initial discussions and research around the development of appropriate ITI policies for equality, diversity and inclusion.

They are also preparing to review the Institute's strategy, with a view to developing a new 3-5 year plan in 2021.

The Board has also given its backing to a work programme that supports members' outreach activities, to facilitate spreading the word about our profession in schools, university and amongst the business community.



ITI vice-chairs (left to right): Carmen Swanwick-Roa and Nicki Bone



STRENGTH THROUGH ADVERSITY

The pandemic made for a difficult year for everyone, both in relation to the general stresses it created and, more specifically, the way in which many had to adapt in their working lives.

ITI Pulse Surveys have highlighted the business challenges faced by members; and the Institute had to be responsive to their changed needs and also deal with a very different working environment – with exclusively virtual events and online working.

However, the experiences of 2020/21 have also created valuable learning experiences for ITI that will continue to stand us in good stead.

Much effort went into our #ITICommunity initiatives, with the aim of making it as easy as possible for members to be involved and mix with their peers, despite a world dominated by social distancing and lockdown.

This increased workload necessitated a steep learning curve, but it was immensely

satisfying to see how members have appreciated these events.

Running relatively complex online events, such as the awards celebration, and planning for the conference in 2021, have opened up new possibilities in terms of online tools, formats, suppliers, speakers and possible hybrid events that we would not have considered previously. This will be useful in the future, both in terms of our own event organisation and knowledge about available options that we can share with members.

There has been a significant focus on recognising that everyone has different needs, and offering services and content tailored to these specific requirements. Our new website and database platform enable us to provide more personalised content, and mean that we have the solid foundations to further develop our capabilities in the future.

The Institute is also recognising members' needs, views and knowledge in other ways; from consulting on core governance documents, to developing ways to support their outreach activities, to facilitating more user-generated content. One interesting example of the latter has been our photography competition for members: *Work in the time of lockdown* – a fascinating chronicle and an opportunity to share experiences.

The unwavering way in which the ITI team have supported each other in trying times, our success in seeing through some very complex projects and the strength of #ITICommunity give me confidence that we will continue to make great strides in 2021/22.

Paul Wilson
Chief Executive

ITI's photo competition reflected a variety of experiences and emotions in the unique year that was 2020/21, ranging from stresses to discovering the beauty of nature. This photo by Saffron Covill is a humorous depiction of the perception vs. reality of working from home



ABOUT US



Institute of
Translation
and Interpreting

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.

