

CASE STUDY

On-site interpreting for an international B2B event



SCENARIO

→ THE CLIENT

A **business support organisation** that promotes access to international markets and develops initiatives in collaboration with other local organisations.

→ THE REQUIREMENT

For a **B2B event in the biomedical sector**, the client needed professional support to provide **on-site interpreting services and welcome international participants**.



SERVICES PROVIDED

- **Simultaneous interpreting**
For the opening ceremony and official speeches, with real-time interpreting from the source language into the target language.
- **Consecutive interpreting**
For B2B meetings, with interpreting during the speaker's pauses to facilitate direct communication between buyers and exhibitors.
- **Hostess service**
Welcoming and registering participants, ensuring a smooth and professional experience from the moment they arrived at the event.



THE CHALLENGE

→ COORDINATING A LARGE TEAM

- selection of **13 interpreters and 6 hostesses**
- with Italian–English, Italian–French and Italian–English–French **language combinations**
- with experience in **institutional and B2B settings**
- **based locally** to optimise logistics costs

→ PREPARING INTERPRETERS FOR TECHNICAL CONTENT

- **advance sharing** of names, companies and profiles of buyers and exhibitors
- **terminology preparation** for a highly specialised sector such as **biomedical**
- **meeting schedule** made available only two days before the event

→ ENSURING REAL-TIME OPERATIONAL FLEXIBILITY

- management of **schedule changes**
- rapid **reassignment** of interpreters to buyers
- **continuity of meetings** without interruptions



THE SOLUTION



A NETWORK OF LOCAL PROFESSIONALS

- rapid deployment of **pre-selected and qualified interpreters and hostesses**
- involvement of professionals **based in the surrounding areas**
- **reduction of travel and logistics costs**



INTERPRETERS WITH MULTILINGUAL AND B2B EXPERTISE

- selection of interpreters with **Italian–English–French as active language combinations**
- professionals with **experience in institutional settings and business meetings**
- **flexible assignments** to support buyers speaking different languages



FAST AND RESPONSIVE COORDINATION

- team selection and **confirmation within a few days**
- **timely sharing of information** for terminology preparation
- real-time **management of schedule changes and reassignments**
- **continuous coordination** to ensure smooth operations

