

Ramon Inglada and Lydia Marquardt

Convenor and Deputy Convenor

ITI Scottish Network

Email: convenor@itiscotland.org.uk



SCOTTISH NETWORK

www.itiscotland.org.uk

January 2025

ITI Scottish Network invites you to its spring workshop:

Working with direct clients

with **TIM GUTTERIDGE**

To be held at

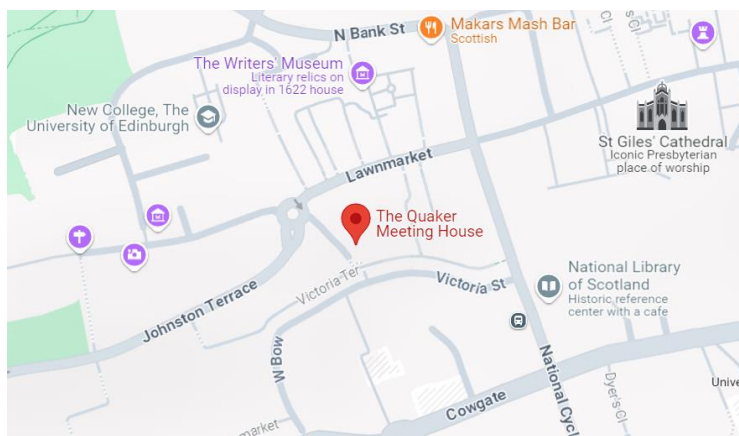
The Quaker Meeting House, Edinburgh

on Saturday, 22 March 2025

Programme

9:30	Registration/foregather (tea/coffee available)
10:00	Workshop (part 1)
11:15	Refreshment break
11:45	Workshop (part 2)
1:00	End of workshop
1:30	Networking Lunch at Ciao Roma

Venue & Lunch



The workshop will take place at the **Quaker Meeting House**, 7 Victoria Terrace, above, Victoria St, Edinburgh EH1 2JL. The venue is about 10 mins walk from Waverley Station. For lunch, we will be going to the nearby **Ciao Roma Italian restaurant** (64 South Bridge, EH1 1LS).



ITI members: This event qualifies as Continuing Professional Development. Enter it in your CPD record!

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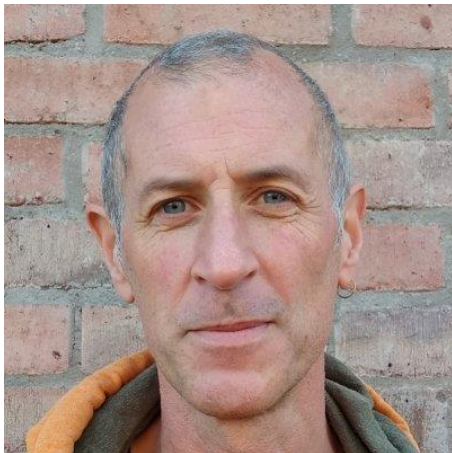
Topic

This workshop will cover the following aspects of working with direct clients:

- **Creating a client base:** How can we find and keep new direct clients even if we lack the know-how (and enthusiasm) to engage in marketing?
- **Communication:** From email and Zoom calls to face-to-face meetings, how can we use communication to build long-term relationships with new and existing clients, and to increase our chances of finding new ones?
- **Technology:** With all the talk of AI and machine translation, are freelancers in danger of forgetting that technology can be our best friend when working with direct clients?
- **Pricing:** How do we set and agree prices with clients? What risks do we face when doing so? Do translators worry about the wrong things when agreeing prices with clients?
- **Translation:** Should we approach our texts differently when working with direct clients?

The workshop will use an interactive peer-based format in which participants will be asked to draw on and share their experiences, whether working with direct clients, agencies or in-house.

Speaker



Tim Gutteridge lives in Edinburgh and translates from Spanish into English for direct clients in a wide range of sectors including publishing, film and TV, computer games, political thinktanks and popular science. He has been a Member of the ITI since 2000, and he has shared his ideas about translation through social media, blogs, the ITI bulletin and numerous presentations and workshops, both online and in-person.



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Cost

Workshop:

ITI Scottish Network members:	free	ITI members (but not ScotNet):	£10
Non-ITI members:	£25	Students:	free

Please choose the relevant ticket when registering on Eventbrite.

Lunch:

Participants will be able to pay for their meal individually at the restaurant.

Please choose the relevant ticket when registering on Eventbrite to indicate you that you would like to join for lunch.

Registration

To register for the ITI ScotNet Spring Workshop 2025, please click on the following Eventbrite link: <https://www.eventbrite.co.uk/e/iti-scottish-network-spring-workshop-working-with-direct-clients-tickets-1209382408339?aff=oddtcreator>. Please register by **Friday 7 March 2025** at the latest.

General information

If you can offer or would like a **lift or overnight accommodation**, please post a message on the ScotNet e-group or let Norma know by emailing Norma@tclweb.co.uk.

5 x £30 **grants** are available for ScotNet members living outside the central belt who wish to attend this event. Please email Victoria Dalrymple on treasurer@itiscotland.org.uk to apply for a grant.

To find out more about **joining the network**, please contact ScotNet Membership Secretary Alicja Tokarska on membership@itiscotland.org.uk.



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