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AI analysis

Maximising the International Attendee – More than Just Words

Nate Fong
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Summary

The session, led by Nate Fong from TransPerfect, focused on enhancing the experience of international attendees at corporate events through innovative use of language services and technology. Fong emphasised the importance of evolving beyond traditional interpretations and captions to provide more personalised and engaging content for attendees. He highlighted the outdated methods of communication and stressed the need for bespoke content that resonates with attendees, especially in a world of curated data and constant advertisements. The session underscored the significance of understanding audience preferences and cultural nuances to tailor event messaging effectively, using market intelligence and data-driven insights.

Fong presented statistical evidence indicating that while in-person events build trust, attendees are increasingly selective about their participation due to budget constraints and the availability of compelling remote events. He argued that both in-person and remote events must deliver high impact to stand out, suggesting that simple translations and captions are insufficient for engaging non-native English speakers. He showcased TransPerfect's advanced solutions, including real-time captions and interpretation tools used by major corporations, which facilitate seamless multilingual communication and enhance attendee engagement.

The session highlighted the challenge of making events immersive and impactful. Fong shared data showing attendees' desire for immersive experiences and networking opportunities, and their frustration with generic content. He advocated for pre-event market intelligence to craft tailored messaging and content that resonates with specific audiences. He provided examples of how understanding cultural perceptions and audience expectations can significantly alter event strategies and improve engagement. Fong emphasised that interpretation and captions alone cannot solve these challenges and stressed the importance of personalized content.





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Fong introduced TransPerfect's tools, such as Globallink, which centralise event management and offer platform-agnostic solutions to remove language barriers. He demonstrated how these tools can manage multilingual interpretations and captions efficiently, without logistical complications. Case studies from companies like Canva illustrated the successful implementation of these technologies in large-scale global events, showing enhanced engagement and operational ease. Fong stressed the importance of using a mix of AI and human services to balance quality and efficiency, allowing for greater language coverage without compromising accuracy.

The discussion also covered the need for post-event engagement to maintain attendee interest and demonstrate ROI. Fong suggested strategies like email campaigns, speaker recaps, and custom videos to avoid post-event letdown, highlighting the importance of continuing communication in the attendees' native languages. He argued that this approach ensures sustained engagement and maximises the event's impact, turning international attendees into revenue drivers rather than costs.

In conclusion, Fong urged event planners to rethink their strategies for international attendees, leveraging advanced language services and technology to create personalised, impactful experiences. He emphasised the need to integrate pre-event research, immersive content, and post-event follow-up to ensure comprehensive engagement and ROI. By adopting these strategies, event planners can effectively meet the needs of a diverse global audience and drive significant commercial value.

Takeaways

Importance of personalised content

Nate Fong emphasised the need to evolve beyond outdated methods of communication and provide bespoke content that resonates with attendees. He highlighted the frustration with generic content and the importance of understanding audience preferences and cultural nuances to tailor event messaging effectively.

Advanced language services and technology

Fong showcased TransPerfect's solutions like real-time captions and interpretation tools used by major corporations. These tools facilitate seamless multilingual communication and enhance attendee engagement, demonstrating how a mix of AI and human services can balance quality and efficiency.

Comprehensive engagement strategy

Fong advocated for a holistic approach to event planning, including pre-event market intelligence, immersive content design, and post-event follow-up. He stressed the importance of maintaining communication in attendees' native languages to avoid post-event letdown and maximise the event's impact, turning international attendees into revenue drivers.



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