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AI analysis

## 2025 Reality Check: How Companies Are Actually Using AI to Make Events Multilingual

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## Summary

The session explores the integration of AI in multilingual events, focusing on its practical application, challenges, and benefits. AI, specifically AI speech translation and machine-translated captions, are becoming increasingly demanded by audiences, driven by expectations of accessibility and comprehension. The speakers elaborate on the shift in audience expectations, highlighting the importance of providing multilingual options to enhance engagement and inclusivity. They discuss the evolution from human interpreters to a hybrid model combining AI and human expertise, emphasising that AI cannot fully replace human interpreters due to cultural nuances and humour. The presenters stress the affordability and scalability of AI, allowing events to offer multilingual experiences beyond plenary sessions, thus broadening accessibility and participation. They share customer success stories demonstrating AI's impact on large-scale events, noting the growing adoption of AI in onsite settings over online ones. The presentation concludes with a Q&A session addressing technical aspects, such as latency and custom vocabulary, and the importance of testing AI solutions to ensure accuracy and suitability for specific events.

The speakers highlight the evolution of interpretation services, noting the historical reliance on human interpreters and the gradual integration of AI to enhance multilingual access. They discuss the pyramid model, where human interpreters remain essential for certain contexts, while AI fills the gap for less critical or additional languages. The hybrid approach, combining AI with human interpreters, is presented as a key development, allowing for more comprehensive multilingual experiences. The affordability of AI is emphasised, making it possible to extend multilingual services to various event segments, including breakout sessions, which were previously limited due to cost constraints. The presenters argue that AI's ability to provide captions and audio translations meets the growing audience expectations for accessibility and inclusivity.

The session addresses the practical challenges and technical requirements of implementing AI in event settings. The speakers acknowledge the difficulties in achieving perfect AI translation, noting the importance of accuracy over speed. They discuss the role of custom vocabulary in ensuring the correct translation of specific terms and names, highlighting the need for thorough preparation and testing.





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The use of AI in onsite events is contrasted with its application in online settings, with onsite adoption proving more significant. The presenters share insights into the role of professional services in supporting AI implementation, including live monitoring and pre-event testing to mitigate issues such as latency. They emphasise the importance of having a dedicated team to ensure the smooth operation of AI tools during live events.

The speakers discuss audience engagement and the impact of multilingual accessibility on event experiences. They highlight the importance of understanding audience needs and expectations, noting that multilingual services enhance comprehension and participation. The session covers the benefits of providing captions and audio translations, enabling attendees to engage with content in their preferred language. The presenters argue that AI-driven multilingual access empowers participants to contribute more effectively, fostering a more inclusive environment. They stress the need for event organisers to consider accessibility and inclusion as crucial factors in planning, noting the positive feedback from attendees who benefit from these services.

The Q&A session delves into specific technical aspects of AI implementation, addressing questions about latency, accuracy, and the role of human interpreters. The speakers explain that latency should typically be minimal, attributing significant delays to internet connection issues or other technical factors. They reiterate the importance of accuracy in AI translation, noting that it is prioritised over speed to ensure comprehension. The custom vocabulary feature is discussed, with the presenters explaining how it helps in accurately translating specific terms and names relevant to the event. They also discuss the support provided by professional services, including live monitoring and pre-event testing, to ensure the successful deployment of AI tools.

In conclusion, the session provides a comprehensive overview of the current state and future potential of AI in multilingual events. The speakers emphasise the growing demand for AI-driven solutions, driven by audience expectations for accessibility and inclusivity. They highlight the practical benefits and challenges of integrating AI into event settings, stressing the importance of thorough preparation and testing to ensure accuracy and effectiveness. The hybrid model, combining AI with human interpreters, is presented as a key development, allowing for more comprehensive and affordable multilingual experiences. The session concludes with a call to action for event organisers to consider the benefits of AI in enhancing engagement and inclusivity, supported by professional services to ensure successful implementation.

# Takeaways

## **AI-driven multilingual access is becoming a standard expectation at events**

The session highlights the growing demand for AI in providing multilingual services at events, driven by audience expectations for accessibility and comprehension. AI tools like speech translation and machine-translated captions are increasingly being adopted to meet these needs, enhancing engagement and inclusivity.

## **The hybrid model of combining AI with human interpreters is essential for comprehensive multilingual experiences**

The speakers emphasise that while AI can significantly enhance multilingual access, it cannot fully replace human interpreters due to cultural nuances and humour. The hybrid approach allows for a more affordable and scalable solution, providing comprehensive multilingual services across various event segments.

## **Thorough preparation and testing are crucial for successful AI implementation in events**

The session discusses the practical challenges of integrating AI, such as latency and accuracy. The speakers stress the importance of custom vocabulary and professional services in ensuring accurate translations. Pre-event testing and live monitoring are essential to mitigate issues and ensure a smooth deployment of AI tools.



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