

Translation & Captions Promotion Guide



Wordly Live Translation and Captions

Wordly brings live translation (audio and captions) to your in-person events and virtual meetings. Offering translation is a great way to demonstrate your commitment to accessibility and inclusivity so make sure you let all of your attendees know about it.

Promoting the use of translation before an event can help increase attendance by letting people know it will be language accessible and appealing to a global audience.

Providing information at the event helps ensure users can easily access the translation service.

This guide provides tips and tools you can use before and during your meetings and events to let attendees know you are making your meetings and events language accessible and inclusive by offering live translation and captions. These include activities to increase awareness and provide usage instructions.

I) Pre-Event Translation and Caption Promotion

Let potential attendees and confirmed registrants know you will be offering live translation for no additional charge at the event. In addition to providing attendees with language options, offering captions can be beneficial to attendees who are hard of hearing.

Attendees will not need to download anything or create an account to use Wordly. All they need is their phone or computer (and a standard headset with microphone if they want to use audio at in-person events).

Wordly works for both in-person and virtual meetings - so make sure you let attendees know if you are offering translation for all event formats.

You should promote the availability of translation and captions on your website, event registration pages, emails, social posts, and event apps.

Pre-event translation promotion examples:

1. Promote in your event emails.



Email Promotion

- Promote on your event website.



Website Promotion

- Promote on your social media channels.



Social Media Promotion

4. Add the attendee instructions to the event website.



CITY OF
MODESTO
CALIFORNIA

HOW TO USE "WORDLY"

A REAL-TIME LANGUAGE INTERPRETATION
TOOL FOR CITY COUNCIL MEETINGS

OPTION 1: STEP-BY-STEP GUIDE FOR ZOOM USERS


1 Go to the City of Modesto's City Council Zoom link:
<https://us02web.zoom.us/j/86945970570>
Passcode: **84326**

2 After joining the meeting via Zoom:

- ▶ Select the "LIVE" icon.



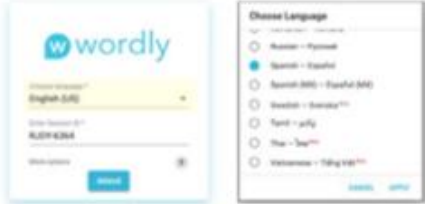
- ▶ Select "View Stream on Custom Live Streaming Service".




- ▶ The Wordly site will launch automatically.

Note: If you are attending the meeting via iPhone or Android, you will need to select "LIVE" to copy the Wordly link, launch your browser and paste the link into your browser.

3 Select your preferred language from the drop-down menu under "Choose Language".




4 Select "Attend".



5 From the upper right corner, confirm your preferred language for interpretation to use during the live City Council meeting.



6 The spoken English language will be interpreted to the language you selected above. Make sure the audio button is on.



Translation Instructions for Virtual Event on Website (Modesto City Council)

Instructions can also be printed on a sign or flyer for use at in-person events.

II) During-Event Translation and Caption Promotion

Remind attendees that you are providing live translation and captions at the event. It is very important to share the Wordly QR Codes and URLs which attendees will use to access translation and captions at each session. See Section III for additional information on how to create the attendee access codes and links.

During-event translation promotion examples:

1. Offer training on how to access translation and captions at the registration check-in desk. Also offer printed flyers with instructions at check-in (include in the attendee welcome bag if one is provided).



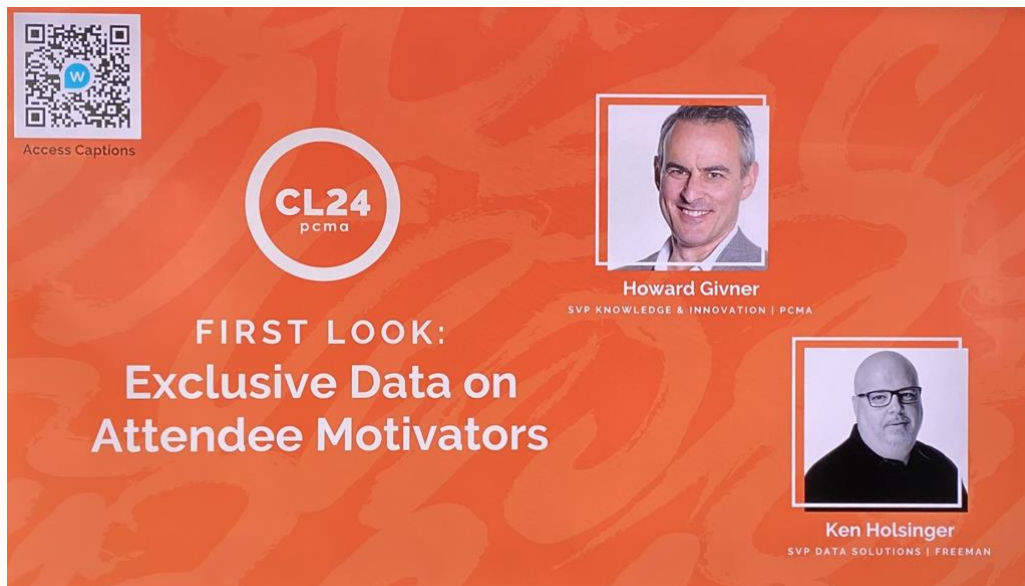
The flyer features the Wordly logo (AI-Powered Translation) and the IMEX logo. The main heading is "Get Live Translation". Below this, there are six language options, each with a flag icon and text in that language: German ("Holen Sie sich eine Live-Übersetzung"), Polish ("Uzyskaj tłumaczenie na żywo"), Spanish ("Obtener traducción en vivo"), Chinese ("获取实时翻译"), French ("Accédez la traduction simultanée"), and Korean ("실시간 번역 받기"). There is also a Japanese option ("ライブ翻訳につなぐ"). Below the language options is the heading "IMEX Inspiration Hub". Under this heading, there are five sessions listed with their respective QR codes and Wordly URLs: Canyon (attend.wordly.ai/join/DGKV-2833), Forest (attend.wordly.ai/join/BFQA-7917), Ocean (attend.wordly.ai/join/DWAO-7050), EIC People & Planet Village (attend.wordly.ai/join/FDCF-4281), and Research Pod (attend.wordly.ai/join/LHNZ-2386). At the bottom of the flyer, it says "Live Audio + Captions in 30 Languages".

Flyer for Registration Desk (MPI WEC Conference)

- 2. Place signs at the entrance to every room / stage at the event.



Printed Sign (IMEX America Conference)



Digital Sign (PCMA Convening Leaders)

3. Include a slide at the start of the event - and each session – reviewing instructions on how attendees can access translation and captions.



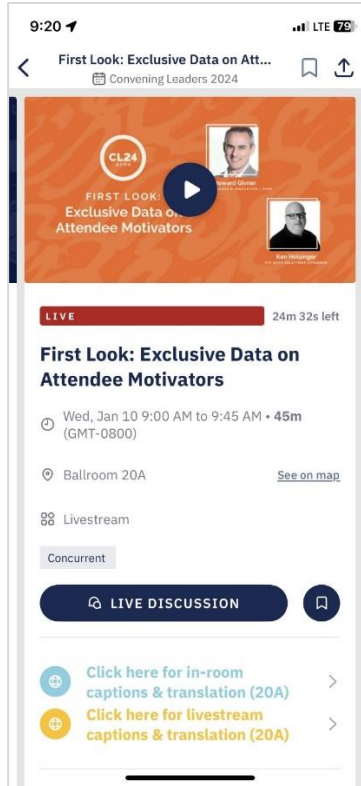
Instruction Slide at In-Person Event (Flip Conference)

4. Promote during session breaks.



Main Stage Digital Display (MPI WEC)

5. Add the attendee instructions to the event app and video display.



Link to Translation from the Event App (PCMA CL)



Instructions and QR Code on Screen Overlay (Millbrae City Council)

III) Creating Attendee QR Codes and Links

The meeting host / organizer creates the Attendee QR Codes and URLs for each session in the Wordly portal before the event. These are accessible from the “Sessions” tab of the Portal. Depending on how many sessions you are running, you may have multiple QR Codes and URLs to share.


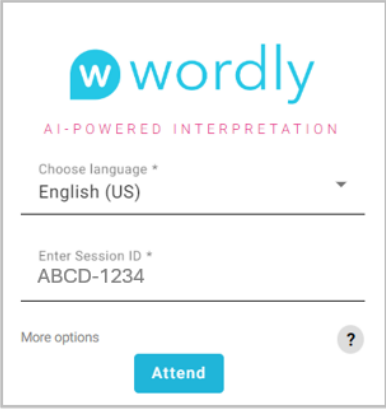

We recommend using the same QR Code / URL for each session held in the same room to simplify attendee communications. For example, if you are running sessions in 5 rooms, you will have 5 separate QR Codes / URLs for attendees to use.

You can download a set of instructions for each QR Code and URL from the Wordly Portal as shown in the example below. This can be used on slides, signs, flyers, etc. See section II for examples.

Always remember to test the QR Codes and URLs to make sure you have the right information assigned for each room / session.

Access Live Translation and Captions

Room Number 123

<h3><u>Step 1</u></h3>  <p style="text-align: center;">Scan QR Code - or go to Visit attend.wordly.ai/ABCD-1234</p>	<h3><u>Step 2</u></h3>  <p style="text-align: center;">Choose Language Click Attend</p>	<h3><u>Step 3</u></h3>  <p style="text-align: center;">Read Captions on Device Use Headset for Audio</p>
---	---	---

Instructions for Presentation Housekeeping Slide (Download from Wordly Portal)



We recommend reading these instructions when you provide attendee instructions at the start of each session:

- We are providing live AI translation and captions for this session powered by Wordly.
- To access Wordly with your phone, scan the QR code on the slide with your camera.
- To access Wordly with your computer, visit the URL with your computer browser.
- Select a translation language from the drop-down list, enter your name, click Attend.
- You will be able to read captions - or listen to audio when you plug in your headphones and unmute Wordly, and your device.
- You can change the language at any time.
- Please note that while AI translation is very accurate, you may occasionally see some words that are not translated correctly. Wordly provides a customizable glossary and we will update the list of words during the event.

If you have any questions about how to create and access the attendee instructions, contact your Wordly representative.

About Wordly

Wordly provides real-time translation and captions into dozens of languages for attendees at in-person, virtual, and hybrid meetings, events, and on-demand videos. Output options include audio, subtitles, and transcripts. Each attendee can select their own language and join using their mobile phone or computer.

Powered by AI, Wordly does not require human interpreters or special equipment - making it faster, easier, and more affordable to use. Wordly enables organizations to unlock the potential of their multilingual teams and global markets by removing language barriers - increasing inclusivity, engagement, productivity, and attendance.

Wordly is used by over 1,000 organizations and 2 million users for a wide range of use cases, including industry conferences, customer webinars, sales kickoff meetings, partner training, employee onboarding, and much more. Customers include small and large businesses, universities, nonprofit organizations, industry associations, and local governments.

Contact

- For more information about Wordly, visit www.wordly.ai
- For assistance setting up and using Wordly, visit <https://help.wordly.ai>
- Send questions and feedback to contact@wordly.ai