

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]  
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## Localization World Silicon Valley – Communicate with Consumers in Any Language!

October 20-22, 2009  
**Santa Clara Convention Center**  
**Silicon Valley, California**

[Localization World Silicon Valley](#), a leading conference for the management of translation and localization, brings together key people and leading companies to discuss trends and strategies on topics such as cultural competency, rolling out products in multiple languages simultaneously, and the impact of multilingual content on business success.

This three-day conference will have 50 informative sessions on global business best practices, international marketing, global ad campaigns, human resource management, global websites, localization and translation management.

**[Register](#)** to hear these keynote presenters:

**[Dave Luhr](#)**, COO, [Wieden+Kennedy](#), October 21  
*Learnings from the Real World*

During his 20+ years with Wieden+Kennedy, Dave has touched nearly every piece of agency business, including Nike, Microsoft, Miller Brewing and Coca-Cola. But his deepest impact has been felt in his current capacity as chief operating officer, where he's helped expand the company from just one office to the largest independent network in the world.

**[Chris Anderson](#)**, editor-in-chief, [Wired magazine](#), October 22  
Via live broadcast from New York

As editor-in-chief of *Wired* magazine, Chris Anderson is one of the most insightful, knowledgeable and articulate voices at the center of the new economy. Author of *The Long*

*Tail and Free*, he has identified important new trends in the economy and described new business models for seizing the opportunities they represent.

**Localization World will provide you with the following takeaways:**

- learn how to reach out to multicultural and multiethnic audiences, both at home and abroad
- ensure translation quality, timely delivery, and reduced costs
- effectively manage translation and localization projects
- integrate your translation and localization processes with other aspects of your business
- learn how to select translation tools for your company's needs
- meet and network with industry leaders and peers

**Here are a few select sessions:**

- [Localization — What Is It All About?](#)
- [Know Your Market: Frontline Insights](#)
- [The Long Way to Integrated Translation Processes](#)

View our entire three-day [program!](#)

**Save \$100 by registering before September 15!**

If you would like to keep current with all the latest news about Localization World Silicon Valley, we invite you to follow us on [twitter](#).

**The Localization World Team**



**LOCALIZATION WORLD**  
CONFERENCE & EXHIBITS