

UKRAINIAN  
TRANSLATION  
INDUSTRY  
CONFERENCE



*Interview with UTIC-2014 Speakers:*

**Rebecca Petras**

24 April 2014



## **Rebecca Petras**

Program Director  
Translators Without Borders



## **Olga Fomenko**

PR Manager

# UTIC-2014 Live



17–18 May 2014  
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# Workshops



## **Sales for Non-Sales Professionals**

Anne-Marie Colliander Lind, Business Consultant, CEO at Inkrease and Director of Fundraising at Translators without Borders

Monday, 19 May, 9.30 a. m.—5.30 p. m.



## **Turnkey translator: How it's done**

Irina Alekseeva, Director of the Saint-Petersburg Higher School of Translation and Interpreting at the Herzen State Pedagogical University

Monday, 19 May, 10 a. m.—5 p. m.



## **Basic SDL Trados Studio 2014 Training**

Trainer: Yuriy Belik, senior technical staff, T-Service

Monday, 19 May, 10 a. m.—5 p. m.

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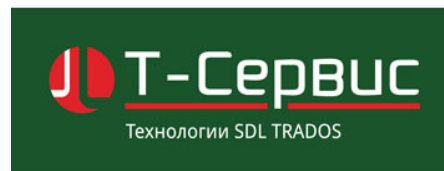
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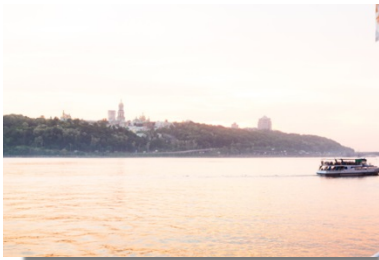




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# Our Guest



**Rebecca Petras**  
Program Director  
Translators Without Borders

Rebecca has 20 years of corporate and brand strategic communications experience with an emphasis on the technology, language and legal industries.

In 2000, she founded Petras Associates which served a wide range of clients, including the Globalization and Localization Association, and companies from our industry and beyond.

Prior to Petras Associates, she was a vice president at Ketchum, an award-winning international public relations firm.



Getting Attention: How to Use PR Effectively for You and Your Company



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