Kristy Brown Lust
French>English translator and transcreator

How Transcreation Can Be Your Superpower

April 7, 2023
11am - 12pm Central time

ATA members may receive 1 CEP for attending the event.

Register for the webinar here:

In this webinar, we'll explore where transcreation fits into the spectrum of translation services, look at what skills a translator needs to unlock this superpower and try transcreating a tricky slogan. Plus, we'll discuss how AI may impact transcreation.

Organizers:
Translation and Interpreting Studies
Viktorija Bilić (bilic@uwm.edu)
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