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# 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:  
<https://bit.ly/3y2Ov13>



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

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.