



## Background

For Global Voices, the challenge of orchestrating interpretation services for BMW's multifaceted events became a testament to our expertise and agility. Over an intense four-week period we coordinated a vast team of over 50 interpreters proficient in 11 languages. This army of linguistic talents became the backbone of the operation, catering to the diverse linguistic needs of BMW's global events. From conferences to workshops and heart-pounding experiences at racetracks, we managed a diverse array of events, each with its own logistical intricacies.

### **PBE (Product Brand Experience)**

This four-location started with morning briefings and workshops, before participants dispersed to different locations for more engagements. The challenge lay not only in delivering interpretations flawlessly but also in synchronising the departure and arrival times. Global Voices had to leapfrog, ensuring interpreters were poised with engines running to dash to the next location, all while ensuring they arrived ahead of the participants.

### **MEC (Motorsport Experience Conference)**

Spanning three locations, MEC began at Anantara. Café Evaristo acted as a pitstop before converging at Quinta de Frexio for workshops and scenic drives. As dusk approached, the adrenaline surged with participants taking to the racetracks. Here, interpreters provided not just language support but also enhanced security through their presence.

### **C3 (Central Conference Conclave)**

A colossal single-day affair unfolded at Hotel Tivoli, hosting a monumental conference for key markets. The translation company set up interpretation booths for Turkish, Japanese and Korean markets, ensuring seamless communication amid the bustling event.





Connecting the World



Language Services Provided for



Service: Interpretation

## Challenge

The primary hurdle confronted by Global Voices was synchronising their interpreters' movements with the participants'. Striving to be at the next location ahead of the attendees, yet departing at the same time, demanded a meticulous approach. Imagine the choreography required to ensure interpreters were poised at the door, ready to whisk away the subsequent destination immediately after wrapping up their interpretations.

## Outcomes

- Despite the complexity inherent in these diverse events, Global Voices adept orchestration ensured punctuality and service excellence.
- Through meticulous planning and the unwavering dedication of the Global Voice's interpreter team, services were delivered flawlessly at every turn.
- The successful execution of BMW's multifaceted events stands as a testament to Global Voice's expertise in managing complex multilingual endeavours.
- Our ability to synchronise interpreters, manage diverse events, and deliver precision amid challenges showcased their prowess in the realm of global event interpretation.



+44 (0) 845 130 1170



[info@globalvoices.com](mailto:info@globalvoices.com)



[www.globalvoices.com](http://www.globalvoices.com)