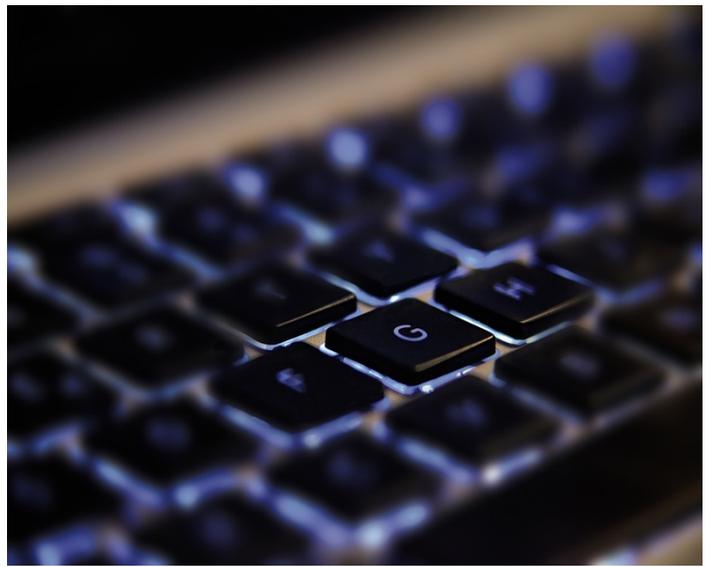
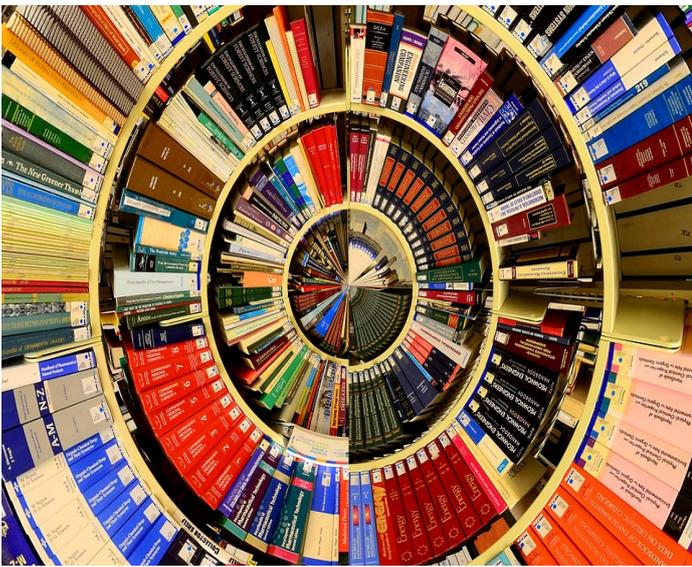


# AltTrad



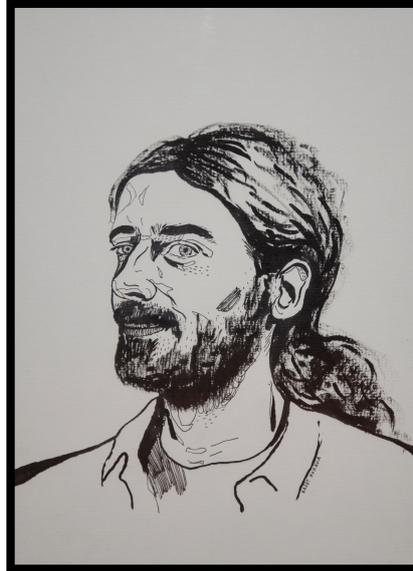
## AltTrad, Your French Gateway

Communication advice, cultural awareness, language training, translation, linguistic project management, and more: we cover all of your linguistic and communication needs when it comes to your French-speaking customers, partners or employees.

<http://alttrad.com/>

[contact@alttrad.com](mailto:contact@alttrad.com)

# Foreword by Louis Tarpin



(Art by Krööt Kukkur)

Dear reader,

My name is Louis. I am the founder of AltTrad, a leading French-language services company. Are you are thinking about expanding your business to France, Belgium, Luxembourg or Switzerland? Are you unsure about the best way to guarantee success in all of your French-related interactions? Do you need to talk to your French-speaking partners or communicate with your French-speaking clients in their own language? For all of your French language needs, AltTrad is here for you.



Why AltTrad?

Whatever the mission you trust with AltTrad, you can rest assured that only qualified professionals will handle it. We provide the training and experience that will help you deliver nothing but **the best**. We listen to you and collaborate with you to find out precisely what you need; we then provide tailor-made services just for you. At every step of your business, we shall be with you.

# Communications advisor

## What does a communications advisor do?

A communications advisor is an external consultant that supports your internal communication teams. A communications advisor can provide expertise on the different French-speaking markets (France, regions of Belgium including Brussels, Luxembourg and areas of Switzerland), the French language and, more broadly, cultural references in a number of regions. Communications advisors also offer new and refreshing perspectives for your business strategy, which can provide a safety net, to avoid any mistakes that might hinder your business.

## Why would I need an advisor?

First of all, advisors provide an external assistance that may identify things that have been overlooked by internal advisors or another communication team. Moreover, an AltTrad advisor will always be an expert in the cultural and linguistic specificities of French-speaking countries and regions. We can therefore provide you with the expertise and talent you need to make sure that everything goes smoothly for you and your business when dealing with partners, customers or producers. We evaluate any and all types of communication, from marketing strategies to product names, as well as social media and your online presence, and provide you with advice on how to improve them.



## How does it work?

There are two possible options. The first option is to provide the advisor with all relevant resources, ideas and/or projects you plan to use in your French-speaking market. The advisor will review it and produce an assessment for you. This is possible with either digital or paper documents, or a combination of both.

The second option is to hire the advisor for a short period of time, to work on an individual project, or within or consulting to your internal communication team. The advisor can also arrange and lead a communication team, if required. We have a vast network of professionals to assist us, and we can be the cherry on the cake of your communication strategy.

When dealing with your communication, AltTrad guarantees the safety and confidentiality of any data you entrust us with.

# Cultural awareness training

## What is cultural awareness?

In today's world, it is very easy to forget that not everyone speaks fluent English and shares a common culture. Even though the internet and digital culture have created a solid common-cultural basis, it would be a mistake to believe that this makes us all the same. In fact, several studies have pointed out that the internet enhances differences, rather than reducing them; but what is a difference, except something to cherish? Therefore, far from renouncing what makes us unique, we should embrace those differences, while making sure we don't obscure other people's uniqueness.

This is "cultural awareness": the understanding that people have cultural differences and different sensitivities, while still being able to freely communicate with them.

## Why would I need cultural awareness training?

If you want to expand your business horizons, or to engage in a more direct relationship with your partners, customers or producers abroad, you will have to expertly meet their communication needs. In these matters, it is always essential to show respect to whomever you are talking with. Therefore, it is vital to be properly acquainted with the basics of their cultural sensitivity and know what to expect from and with them.



## How does the training work?

First, we will meet with you personally, remotely if needed, to define exactly what your needs are. From that meeting, we will determine whether you would prefer documentation, remote training or on-site training.

**Documentation** is produced by our cultural awareness expert and can be made available online or sent to you via regular mail.

**Remote training** is only available for individuals, and is organised in 45-minutes sessions via video-conference software, such as Skype.

**On-site training** is delivered in sessions of 45 or 90 minutes, to groups of 3 to 10 people, with whom the trainer will define the expectations and final goals in order to deliver a tailor-made training, made exclusively for you and with you.

# Language training – French

## What languages do you offer?

We offer French language lessons, at every level. From the basics to full fluency, we will be with you at every step of your discovery of the French language. These classes are tailor-made to your needs and expectations. Typical classes cover a wide range of topics, from grammar to vocabulary, from history to business conversation, and from region-specific French (Belgian vs. Swiss) to the basics of French across the world.

We work with you to define what you need and want in order to focus on what is most important to you during the classes. Would you rather speak person-to-person instead of studying texts? We will implement conversational trainings, for small or large groups. Would you rather understand business journals and have a strong grasp of the legal texts you need for your business? We will provide actual texts used in French-speaking business to practice with. And, of course, should you need any additional help in your work, AltTrad will happily provide you with that too.

## Do you provide diplomas?

At the moment, AltTrad can provide certificates, and help you train for the official French language exams, such as DILF, DELF and DALF (respectively beginner, moderate and advanced). However, in order to obtain one of these diplomas, you will need to visit one of the official exam centres. AltTrad can provide you with a list of your nearest centres and will assist you in every step of the registration process should you choose to register for one of these exams.



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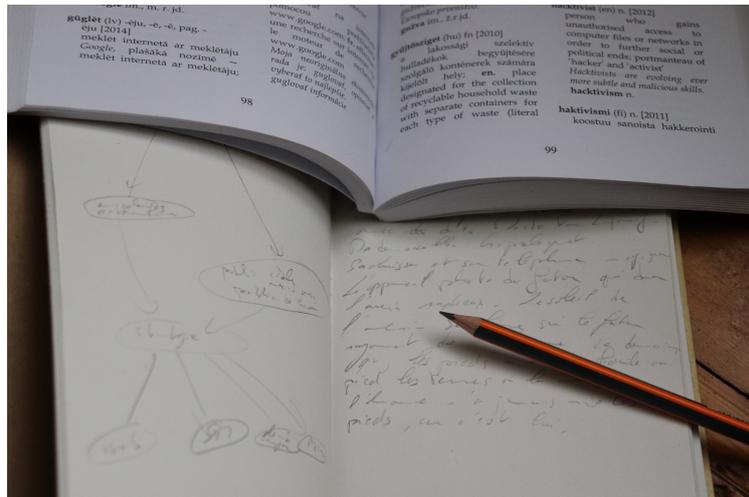
# Copywriting and proofreading

## What is copywriting?

Copywriting is the art of crafting texts to exactly fit your purpose. Texts should reflect your goals and values, but also appeal to the final reader, in order to compel them to act. Copywriting is the art of finding the perfect balance between what you want and what the reader expects. It can apply to a variety of material, from a printed brochure to a website, from a slogan to a full-length script for an ad.

## What is proofreading?

Proofreading is applying the knowledge of vocabulary, grammar and syntax. The proofreader has to have a perfect grasp of the language of your text, in order to get every nuance of it. They read your text, correct any mistakes that might inadvertently have been left in, clarify the text if needed, and ensure that every fact is correct and every comma is in the right place.



## Why do I need a copywriter or a proofreader?

Cicero, the great Roman lawyer and writer, defined a good text as one that has *inventio* (the capacity to create, to invent, to find ideas), *dispositio* (the organisation of said ideas in the best possible way), and *elocutio* (the style, syntax and vocabulary chosen). This is what a copywriter offers. A copywriter will work with you in order to define your goals, values and ideals, and then craft the perfect text for you. Proofreading is a necessary step for every communication, in order to avoid any mistake, basic or otherwise, which might ruin an otherwise perfect communication strategy or advertising campaign.

## How does it work?

Both the copywriter and the proofreader can work remotely, and communicate with you online and/or via phone, or be part of your communication team for a specific project or goal during a definite period of time. A copywriter or proofreader will polish your texts and return your files, ready to be used, in the digital format you need.

# Translation, transcreation, localisation

## What is translation?

A good translation transforms a text into another language while adapting it to its target reader. The goal is to make the translated text as natural as possible for the reader in the target language. The text must appear as though it was written in the target language so that the reader is not unduly surprised or puzzled by it. It is extremely important to produce a text that is both accurate (technical precision) and nicely written (correctness of the language) in order to ensure the best results. That is why translations are always produced by a translator who is a native speaker of the target language.

## What is transcreation?

Transcreation is a branch of translation. It is mostly used in marketing, and consists of taking slogans or product names and "translating" them by creating the best possible equivalent. The translation may therefore be very different than the original, in order to perfectly fit the goals of the client.

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*The difference between the right word and the almost right word is really a large matter — it's the difference between lightning and a lightning bug.*  
— Mark Twain

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## What is localisation?

Localisation is another branch of translation that is mainly, but not exclusively, used online. It consists of translating a text and ensuring that it fits the target reader's vocabulary and mindset as much as possible. This can include regional differences (for example between France and Switzerland) as well as more general things (a famous example is the MR2 automobile, which never flourished in France because its name sounded too much like a French swearword).

## What does AltTrad offer?

AltTrad offers the best translation services from English and Italian into French. Should you require a different combination or direction of languages (for example from French into English), we will happily provide you with the contact details of the best of the many qualified translators in our network. If needed, AltTrad can even manage the project for you!

Translation, transcreation, and localisation work is normally done remotely, by exchanging emails and files online. However, should it be needed, we are available for on-site meetings. AltTrad can translate, transcreate, and localise any type of text, as well as manage your translation projects. If necessary; we can also come to your facility for better integration within your communication team for the duration of a project.

# Linguistic project management

## What is project management?

When it comes to languages and linguistic projects, project management can refer to several things.

First, it can mean coordinating the work of a whole communication team so that the language elements are consistent and accurate, in order to avoid incoherencies or problems in the text. This is essential for every type of text, from a contract to the script of an advertising campaign.

Project management can also mean coordinating the work of several translators, when a text needs to be translated into several languages, or when a huge volume of text needs to be translated very quickly. A project manager is responsible for finding translators, dispatching the workload and making sure the whole project is translated and proofread correctly. They are the quality controller of the entire translation process.



## Why would I need a project manager?

Project managers can help reduce the workload of your internal employees, who might have more urgent or specialised tasks to fulfil, by taking some of the work off of their shoulders. Moreover, AltTrad already has a vast network of translators working from and into a wide array of languages, which means an AltTrad project manager can readily provide you with anything you need. AltTrad also has a deep knowledge of translation and translation processes, and can guarantee you the best possible quality. An AltTrad project manager can thus be the gear around which your whole linguistic strategy revolves.

## How does it work?

The project manager can work remotely, by exchanging emails and files online, and coordinating freelance translators from a distance. Exceptionally, the project manager can also be integrated into an in-house team. The project manager can also help recruiters, should there be a need to recruit translators for permanent positions.

# Languages and technology

AltTrad is committed to technology and technological developments.

AltTrad keeps a close eye on all technological evolutions that might have an impact on languages, linguistic processes and linguistic solutions. This covers a wide range of products and ground-breaking processes. Deep learning technologies are of great interest to us, and we can provide you with some context and information about what you may need.

We are also knowledgeable about technologies pertaining to the safety and confidentiality of data.

The confidentiality of our clients' data is vital for us. An entire marketing strategy can be compromised if data is divulged too early. That is why we strive to guarantee safety and confidentiality in every step of our interactions with you.



We use technology to our advantage.

Thanks to technology, it is now possible to create, use and maintain translation databases, glossaries and specific dictionaries, for every individual company and project. These tools are of great help to guarantee a continuous coherence in your linguistic strategies, be it copywriting, proofreading, translating or any other service you might need.

# Punctuality

Punctuality is essential for you, and it is for us too.

Of course, too early is bad, but so is too late. That is why we aim for perfection in terms of punctuality as much as we do for quality. We will consult with you to find the best deadlines for your project, pointing out any specific requirements where needed, and will work hard to ensure that your timeline is met by all parties.

# General information

## General conditions of work

Communications advisor.....	by the hour or by the project
Cultural awareness training .....	by the hour
Language training.....	by the hour
Copywriting .....	by the hour
Proofreading .....	by the word or by the hour
Translation.....	by the word or by the hour
Transcreation.....	by the hour
Localisation.....	by the word or by the hour
Project management .....	by the hour or by the project



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