



Translating Success for an International Audience

Personalized Experiences at Microsoft Worldwide Partner Conference

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AUDIO VISUAL | CANADA



Opportunity. Microsoft Worldwide Partners Conference (WPC) brings together an estimated 15,000 employees and partners from over 150 countries to experience the brand's latest technology innovations, programs, and opportunities. As Microsoft's single largest event, it creates a robust program consisting of hundreds of educational sessions and many networking events.



Formulate. With a significant global audience expected, Microsoft sought to ensure that foreign attendees seamlessly received session content and event scheduling. Microsoft turned to Freeman to develop a sophisticated translation program – from English to multiple languages – that also involved remote audiences and managed event traffic.



Build. Leveraging simultaneous interpretation technology paired with high-quality audio systems, we provided translation services in two or more languages in every session room – ensuring foreign attendees were engaged during presentations in the language of their choice. Using the same cutting-edge translation technology to optimize attendee traffic flow and session occupancy, we placed monitors and headsets throughout the convention centre that both informed on event scheduling and allowed audiences to view sessions remotely while listening in their native tongue.



Debrief. Foreign attendees were immersed in session content with the ability to enjoy in their native tongue – resulting in higher engagement. What's more, attendee traffic and session occupancy remained level due to updates from digital signage throughout the convention centre. The Microsoft Worldwide Partner Conference was an energetic brand experience where an international crowd was unified by the one language of personalization.