

Providing Accessibility in an Online, Multinational Business Event



CLIENT

Large multinational motor company.

EVENT

A large multinational client needed to shift their annual sales meeting to a virtual format. The sales meeting encompasses two full days of sessions with a truly global attendance. Each session was a combination of prerecorded video presentations and live discussions. The working language of the business and entire sales event was English, but the client recognized the need to maximize understanding and retention of the presented content by employees around the world whose first language is not English.

This concept of providing language accessibility is well supported by research. Studies have shown that when video content is subtitled (the addition of text/captions to the screen) or dubbed (using an actor's voice to record over the original audio) in native language, the localized content allows the employee to better understand the material, increases their familiarity with the material, and is overall received favorably.

In addition to being forward thinking with respect to language accessibility, this client also had a strong desire to ensure inclusion of their deaf or hard of hearing employees.

Captionmax was able to support both of these client goals. All 74 pre-recorded videos were captioned in English for the Deaf or Hard Of Hearing community and subtitled in 12 other languages to provide language accessibility around the globe. In addition, our team provided live captioners for all 19 hours of the conference's sessions over two days so that the goal of maximum inclusivity for all remote attendees was met.

SUMMARY

- 888 subtitle files created and delivered
- 74 pre-recorded sessions localized into 12 languages
- 13 discussion session captioned live into 12 languages

RESULT

Seamless event that provided content that was both in the participants' language and in a format that supported accessibility by the Deaf or Hard of Hearing community.

