

3 critical problems to avoid when  
developing videos for global  
training



## *Presenter*

Sergio is the managing director of Idea Translations and one of its founding partners. He has been in the translation industry for over 17 years and has focused primarily on the translation of eLearning content for the last 9. He is a regular ATD presenter and has helped organizations such as L'Oréal, Panera Bread, the Inter-American Development Bank, Merck, American Airlines, WOBI, Wisconsin's Office of Public Instruction and others, with their global deployment of eLearning content.

Idea Translations is an ISO 9001:2015 and ISO 17100 certified company in the production of translation, design and eLearning projects and is on its way to become a certified B Company.

# What you will learn in this webinar



- 4 video translation options
- 3 types of videos and what is the best approach to make them global ready
- 3 critical problems that can hurt your global video strategy



# Why videos?

- ⦿ Videos grab people's attention
- ⦿ Videos can help your content go viral
- ⦿ Videos can be memorable
- ⦿ Videos are expensive to make



# Video Translation Options



- Subtitling
- Voice over
- Dubbing
- Culturally-adapted video production



# Video Translation Options



## ○ Subtitling

### ○ Pros

- Unexpensive
- Easy to make changes
- Quicker
- Emotions are kept intact

### ○ Cons

- Less focus
- Long if the narrator goes fast
- Reading proficiency is a must

# Video Translation Options



## ○ Voice over



### ○ Pros

- Engaging
- You can keep the original audio
- Does not require extensive video editing

### ○ Cons

- Lacks perfect synchronization
- Requires creative translation
- For sequential trainings, you depend on the voice talent
- Multicharacter scenarios can be challenging
- You might also need subtitles anyway

# Video Translation Options



## ● Dubbing

### ● Pros

- More engaging. Near original experience
- No audio syncing or quality issues

### ● Cons

- Very time-consuming
- Most expensive audio replacement service
- On-screen text strategy required
- For sequential trainings, you depend on the voice talent



# Video Translation Options



## ● Culturally adapted video production



### ● Pros

- Most engaging
- No limits to what you can do

### ● Cons

- Very time-consuming
- Very expensive
- Requirement to engage with a video production company
- Local teams must be involved

# 3 types of videos and the best approach to translate them



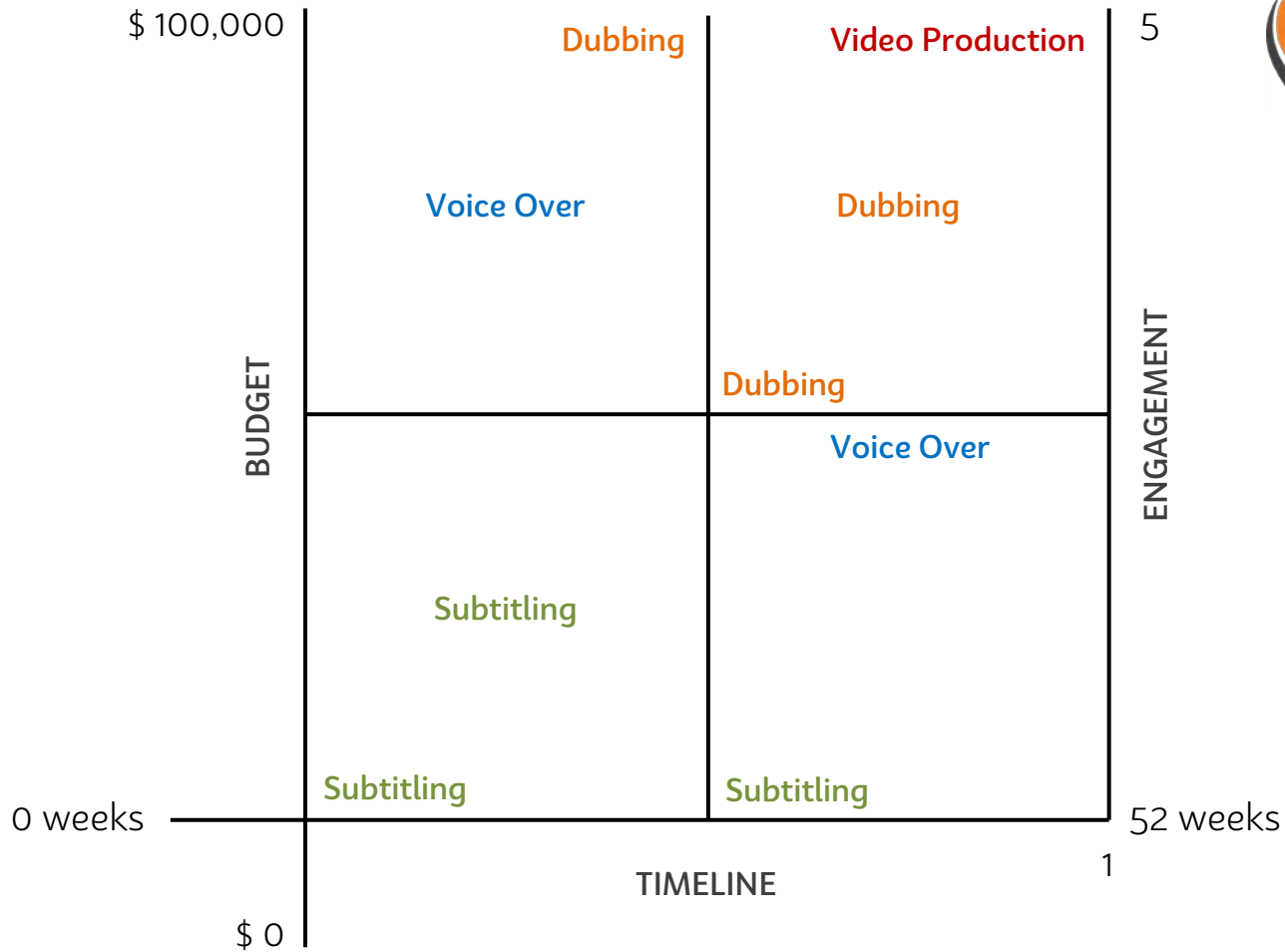
- Corporate videos
- Scenario videos
- Third party videos



# Corporate Videos

- Level of engagement
- Timeline
- Budget



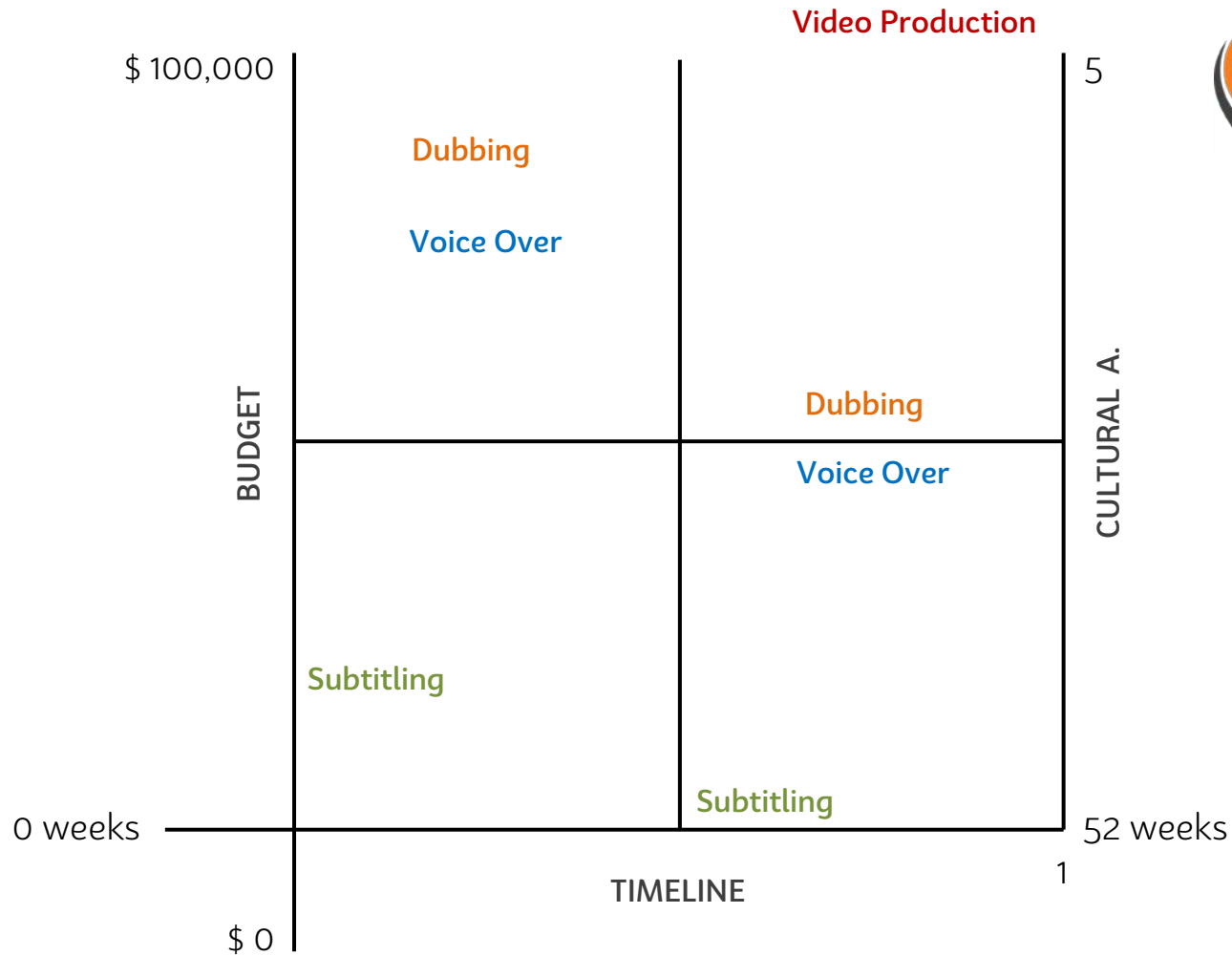


# Scenario-based Videos



- Timeline
- Budget
- Cultural appropriateness





# Third Party Videos

- ⦿ Timeline
- ⦿ Budget
- ⦿ Cultural appropriateness



# 3 critical problems that can hurt your global video strategy



- ⦿ Extensive use of human characters
- ⦿ Making sure all assets are yours
- ⦿ Getting everybody on board





# Extensive use of human characters



- Voice over will need Lip Sync
- Watch out for biases
- Subtitling is the easiest



# Making sure all assets are yours



- Get that in writing
- Without originals it might get messy
- Make sure they use tools that support other languages



# Getting everybody on board



- Get a video storyboard
- Ask for a draft version
- Identify your unbiased champions and get them onboard
- Make sure you get feedback from your international team members



# Q & A



# Idea

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