

Pre-Conference Workshop
TERMINOLOGY POLICIES
15 November 2006

Draft Programme

Jointly organized by TermNet, Lessius Hogeschool & Infoterm

Objectives:

This workshop is organized and presented by some of the pioneers and leading figures in the field of terminology policies. Terminology policies can be defined as formally recorded strategies to coordinate decisions and goals concerning terminology of a defined social group (e.g. language community) or state. As is the case with all types of strategies in the times of globalization and changing world order, they have to be seen in a much wider and more complex context than in the past, when focus in terminology planning was set on narrow, hierarchical national structures. Terminology policies, as we use the term, do not only cover those which are established on the national level, being part of general language policies, but include corporate terminology policies and strategies (as part of corporate language strategies, innovation strategies, marketing or PR strategies, etc.). In this workshop we discuss reasons for developing a terminology policy and introducing methods & principles in terminology planning. We will further discuss case studies as well as develop very down-to-earth, practical steps and methods for institutions and enterprises that are planning to invest in the formulation and implementation of a terminology policy. It will be demonstrated that there is no such thing as the one global solution on terminology policies, but each situation has to be evaluated individually. However, there are certain rules of thumb that should be considered as well as pitfalls to be avoided in order to reap the greatest benefits from such a policy. This workshop will provide sound guidance to achieve that goal.

On completion, participants will have a clear understanding of

- the objectives and types of terminology policies,
- the policy formulation and implementation process,
- factors that facilitate or hamper the implementation of a policy and ways how to use or overcome them

They will be able to apply the terminology policy approach to formulate a customized terminology policy.

Topics for discussion in the Workshop:

- Terminology policies and planning in different environments:
- -National terminology policies*
- -Organizational and corporate terminology policies
- Terminology and development
- Guidelines for the formulation and implementation of terminology policies
- Project management methods for the development of terminology policies
- Copyright issues and business models
- Terminology standardization strategies (including a certification strategy within the framework of a national terminology policy)
- Case studies

* National terminology policy here refers not only to policies on the nation-state level, but rather to linguistically distinctive ethno-cultural entities (i.e. language communities) - which may be a minority in one state or in several states, a minority in a state but a majority in a particular territory within the state, or a majority in one state and minority in others...).

Fees: participation is 150 EUR (100 EUR for Students). Number of participants are strictly limited, please register early.

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Programme Version 2006-11-09

Time (approx.)	Topic	Presenter
09:00	<i>Registration</i>	
09:30	Welcome & Introduction	Christian Galinski + Anja Drame (Infoterm)
09:45	Domain Dynamics – Reflections on Language and Terminology Planning Society-based arguments for or against deliberate language manipulation	Heribert Picht (formerly Copenhagen Business School)
10:15	Guidelines for Terminology Policies: Part 1-Formulation Types of Terminology Planning & Policy, Elements & Characteristics, Stakeholders, Components, Phases in the formulation	Anja Drame (Infoterm)
10:45-11:00	<i>Break</i>	
11:00	Case Studies 1: National language and terminology policies Case studies from South Africa, Colombia	Marietta Alberts (Pan SALB), Maria Cecilia Plested (University of Antioquia, ICONTEC)
11:30	Case Studies 2: Corporate language/ terminology planning A: in enterprises B: in IGOs/NGOs	Matthias Heyn (SDL/TRADOS) Pierre Lewalle (WHO)
12:30	Group Exercise Argumentation: Discussion of arguments for or against a Terminology Policy, taking into account the different types of terminology policies.	Group discussion (2-3 groups)
13:00-14:00	<i>Lunch break</i>	
14:00	Terminology Policies and Change Management The role of terminology policies within strategies to manage change in society and organizations: a business oriented point of view.	Gabriele Sauberer (TermNet)
15:00	Guidelines for Terminology Policies: Part 2-Implementation The role of a sound implementation plan and factors that influence policy implementation	Anja Drame (Infoterm)
15:30	Group Exercise Stakeholder Analysis: Discussion of implementation plans for terminology policies, including stakeholder involvement.	Group discussion (2-3 groups)
15:30-15:45	<i>Break</i>	
15:45	Standardization strategies and Terminology Policies Standardization of methodologies, application of ICTs to policy implementation	Christian Galinski (Infoterm)
16:00	Copyright and other legal issues Legal issues, copyright regulations and aspects of business models	Inke Raupach (Institute for Information Management)
16:30	Group exercise: Standardization & Business models Discuss the impact of further socio-economic conditions and standardization (incl. aspects of certification)	Group discussion (2-3 groups)
17:00	Summary and outlook	Chr. Galinski + A. Drame (Infoterm)
17:15	<i>Closure</i>	