

NWTN Update report June 2021

During the 10 months between August 2020 and May 2021, there were six issues of the Update, i.e. one every 7 weeks or so. As NWTN events, like so many other aspects of our lives, were curtailed, there simply was not sufficient NWTN news to communicate to our members, so it became a case of doing the best I could in the circumstances.

The best solution available was to widen the scope of the publication and search for events organised by other translation and interpreting organisations, such as the ITI or CIOL, and even any organisations offering events related to languages, such as the Alliance Française and Instituto Cervantes. This enabled me to produce the Update, but it proved far more time-consuming than a normal issue would.

The task became significantly easier with the organisation of a flurry of events in March and early April and, with irons already in the fire for discussion at our upcoming Events Team meetings, I am confident that there will be a regular flow of information to communicate during the autumn.

The feedback I have received about the Update has been complimentary, particularly during the period when it was necessary to cast the net beyond the NWTN.

The statistics provided by the MailChimp email platform show that the Update is consistently opened by around 54% of members (the average for our other communications being in the high 40s). Obviously, there is no way of knowing just how much of the content of the Update members actually read, but this is an encouraging figure.

As my original remit when taking on the job of editing the update was to provide information about NWTN activities and encourage people to make more regular visits to the website, it would be interesting to know if there has been any increase in traffic over the last 18 months or so. Perhaps Kat or Laurence can provide this information?

Looking ahead, I have several objectives for the Update.

I am very aware of the need to cater for everyone and am, therefore, still looking at ways of boosting contributions from members, particularly those working in languages other than French, German or Spanish. We know from Working Lunch and the Member Monday feature on the website that we have members working in Dutch, Polish, Portuguese, Russian, Czech, BSL, etc., so perhaps a more targeted approach through the Update would be more effective.

On a personal note, I very much enjoy editing the Update and I'm keen to improve it where I can. I would very much like to learn how to produce more professional looking graphics (along the lines of the Working Lunch ones) so, when the situation permits, I would appreciate a training session on Canva. Or we could, perhaps, devote some time to the programme in one of our Events Team meetings?

I look forward to continuing my role in 2021-2022 and hope that we can soon get back to something like normal so I will have plenty of exciting information to communicate to members.