

GLOBAL LINGO

Fluent Communications

FT.com
FINANCIAL TIMES



CASE STUDY

Outstanding language services in the
finance sector for **Financial Times**



About the company

The Financial Times (FT) is an English-language international daily newspaper with a special emphasis on business and economic news and has an average daily readership of 2.2 million people worldwide. The online FT.com version has 4.5 million registered users and over 285,000 digital subscribers, as well as 600,000 paying users and FTChinese.com has more than 1.7 million registered users.

The challenge

The Financial Times holds industry round table meetings, attended by experts and industry insiders, on a range of topics. Such roundtables are attended by up to 15 people. They require accurate reporting of discussions, which can then be used to produce articles for the FT's monthly industry magazines.

The solution

- ▶ Global Lingo expert writers attended one of the FT's roundtables to take notes and audio recordings of the proceedings.
- ▶ A tidied-up transcript was produced, attributing all speakers and their discussion points in a clear format, with subheadings for ease of reference and readability.
- ▶ The completed transcript was delivered within 3 days, and consequently used by the FT journalists to create the final published article.

Benefit

- ▶ Expert focus could remain on the meeting rather than the required notes.
- ▶ A high quality tidied-up transcript was produced in a short amount of time, enabling FT writers to use this as the basis for their published article.



World-leading languages services for finance

Industry expertise

Our linguists are not just linguists, they are experts in their field. Global Lingo covers many business sectors, with qualified translators who operate best industry practices. Our insights ensure your next project expands beyond your expectations, taking your business to the next level in your international markets.

Personal service

From your initial point of contact, we provide you with a dedicated account manager who is devoted to guiding you through your next translation or localisation project. We work with industry-leading linguists, abide by internationally recognised quality and security standards, and ensure rigid quality assurance processes. Catering to your bespoke needs, your team at Global Lingo can take on as much or as little as you need, from tightly controlled tasks to a complete project takeover.

Leading technology

Global Lingo is adept at incorporating emerging technologies and defining new standards in the language services industry. With our GloZone client portal, you can easily oversee and administer your project all in one place. We understand that a synthesis of human touch and technology is what drives success in modern business practices. That's why we always find the right balance, and in doing so guarantee quality content and user experience.

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