

**GLOBAL  
LINGO**

Fluent Communications

**INSEAD**

The Business School  
for the World®



CASE STUDY

Outstanding language services in the  
learning & development sector for **INSEAD**



## About the company

INSEAD is one of the world's leading and largest graduate business schools, offering participants a truly global educational experience. With campuses in Europe (France), Asia (Singapore) and the Middle East (Abu Dhabi), and alliances with top institutions, INSEAD's business education and research spans around the globe. Their 148 renowned faculty members from 40 countries inspire more than 1,300 students in their degree and PhD programmes. In addition, more than 9,500 executives participate in INSEAD's executive education programmes each year.

## The challenge

INSEAD hold frequent events and forums which are shared across the globe, and as such require documentation.

## The solution

Global Lingo provide INSEAD with transcripts of video and audio interviews, as well as larger full-day events conducted by INSEAD, such as their annual Entrepreneurship Forum. These events are well attended by many distinguished guests and speakers from across the world. The interview transcripts are produced on behalf of INSEAD Knowledge, INSEAD's expert opinion and management insights portal.

Our contacts typically interview INSEAD professors about their work, areas of research or upcoming publications. Topics of these interviews have been wide-ranging within the area of business, and include academic views on consumer behaviour, design, patent and intellectual property, corporate strategy, pricing analytics and more.

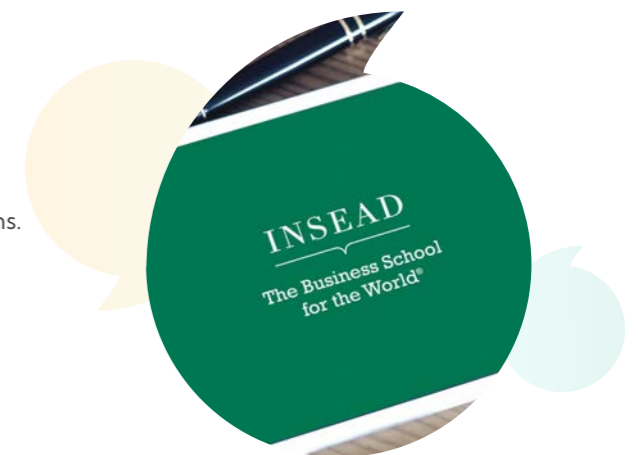
## Benefit

Global Lingo's transcripts are used by INSEAD to compose a more detailed article on the subject, to be posted to INSEAD Knowledge. These articles are aimed at a practical audience, not an academic one.

## Here's what INSEAD have to say about our services:

"Global Lingo has been a highly reliable partner for our transcriptions. They consistently provide highly accurate transcripts which in turn, ensures high quality and highly accurate output for us."

**Manager, INSEAD**



# World-leading languages services for learning & development

## 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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