

Thank you very much for inviting me to judge on Wednesday. I really enjoyed the afternoon and was amazed at the amount and quality of work the teams had put into their projects and the professionalism of their approach and presentations. Everyone who took part has much to be proud of.

Choosing one overall winner was tough as every group excelled in different areas and ways. Here is a brief summary of what stood out in particular for me.

**German:** Well done for using LinkedIn to identify a potential market. This approach takes time, effort and imagination. The group played to its strengths and was clear of its aims and the needs of its target market. It was also very well organised from start to finish. This is why they stood out as overall winners.

**Spanish:** I was very impressed with this group's creativity and teamwork. They had found a truly original niche and clearly put a lot of thought into which translation strategies would be most effective in this context and the bigger picture of how their translations would look in the final product.

**Russian:** Presenting solo can't have been easy but the single member of this team came across very well. The consideration to different aspects of the business process, on both the customer and translator-supplier side was stupendous. I was also impressed with the concept for a target market and the YouTube video.

**French:** I especially liked the USP this team had worked out, the original approach they had planned for producing subtitles and the bilingual website. The research to find out the most appropriate terms for specific contexts was spot on. The subtitles on the film shown were excellent and I am keen to see the other samples.

**Chinese:** A beautiful website and illustrations and I really liked the ethos behind this team's name and strapline. The idea of introducing Chinese language and culture to the English speaking world through traditional children's tales and linking this with Aesop's fables was an excellent one. I was also very impressed with the planning and execution of this project.

**Italian:** This team's personable approach, attention to the translation and reviewing process and consideration of their target readers really stood out for me. Making direct contact and nurturing relationships with potential clients is always a good strategy. And although we are very much in a digital age now, there is definitely a place for a well presented leaflet- perhaps even more so!

One afternoon wasn't really enough time to do the different projects justice when so much work, time and effort had clearly gone in. I would like to congratulate all the students who took part and wish them all the best for their upcoming exams and the future.

Cathy Dobson