



Multilingual communication

Sig MarCom 1st October 2021

Some Background



La Belgique a 3 langues officielles:

- Le français
- Le flamand
- L'allemand

Antwerpen
Gent
Bruxelles
Liège
Mons
Namur

Communauté flamande
Communauté française
Communauté germanophone

Région flamande
Région municipale de Bruxelles
Région wallonne

In reality



In practice



- Official documents and press :  & 
- Contracts and invoices :  or  or 
- Website
 - General information :  &  & 
 - Some specific technical information : 
- Social media : mainly  except for specific cases
- Events : webinars and conferences : 

In practice



- Staff of MarCom : both native  and 
- Good level of  but also need professional english proofreading

Our challenges



- All content has to be translated in 2 or 3 languages : risk of oversights in the content
- Time consuming for the staff
- Requires to work with translations agencies
 - Time
 - Price
 - Quality

Your challenges ?



- How many of you have a website or communication in general in more than one language?
- What are your main challenges?
- How do you take care of the translation?
- Good practices to share?



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