



**AAIT 5<sup>th</sup> Annual Conference – Industry Transformations and Trends**

**Atlanta, Georgia, September 24 - 25, 2011**

**Schedule**

**Saturday, September 24**

7:30 – 8:30	Registration and Breakfast
8:30 – 8:45	Opening
8:45 – 10:05	<b>Macroforces: Shaping the World of Tomorrow</b> , <i>Tom LaForge, Global Director of Human and Cultural Insights, The Coca-Cola Co.</i>
10:05 – 10:25	Coffee Break
10:30 – 11:50	<b>Cultural Adaptation for Health: Proven Strategies for Increasing Engagement</b> , <i>Dirk Schroeder, ScD, MPH, Executive Vice President, HolaDoctor and Associate Professor of Global Health, Emory University</i>
11:50 – 1:55	Lunch <b>Understanding Emerging Drivers, Barriers, and Opportunities in Medical Translation</b> , <i>Erin Lyons, Medical Translator</i>
1:55 – 2:10	Coffee Break
2:15 – 3:35	<b>The Profession of Interpreting: Collaboration and Empowerment</b> , <i>Robert Cruz, Chairman, National Association of Judiciary Interpreters and Translators (NAJIT)</i>
3:35 – 3:55	Coffee Break
4:00 – 5:20	<b>School Interpreters and Translators: A New Breed of Professionals</b> , <i>Sandra Núñez, Director ELL Studies Program, Dekalb County Schools</i>
5:20 – 5:30	Closing

**Sunday, September 25**

7:30 – 8:15	Breakfast
8:15 – 8:25	Opening
8:30 – 10:30	<b>The World is Your Marketplace: Marketing and Client Acquisition</b> , <i>Judy Jenner, MBA, President, Twin Translations – President, Nevada Interpreters and Translators Association (NITA)</i>
10:30 – 10:50	Coffee Break
10:50 – 12:10	<b>Become a ‘Price Maker’ by Leveraging Social Media</b> , <i>Marcela Jenney, MBA, Speaker, Trainer, Coach and Consultant - ATA Spanish Division Administrator 2010-2012</i>
12:10 – 12:30	Enhanced Coffee Break
12:30 – 1:50	<b>Not Your Father’s Bureau – A Look at Modern Linguists’ Lives within the FBI</b> , <i>Monica Alvarez, Supervisory Foreign Language Program Coordinator, Federal Bureau of Investigation, Atlanta Division</i>
1:50 – 2:00	Closing