

# Application of Translation Technology in Translation for International Public Relations of the Summer Davos Forum

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**Abstract:** *The Summer Davos Forum, also known as the Annual Meeting of the New Champions, is a significant international event that convenes global leaders, business executives, and experts to discuss pressing global issues. As the forum continues to expand its international reach, translation technology has become increasingly important in overcoming language barriers and facilitating effective communication among participants from diverse linguistic backgrounds. This paper examines the utilization of translation technology in the translation for international public relations of the Summer Davos Forum, focusing on its role in real-time interpretation, multilingual content creation, live streaming with subtitles, and post-event content translation. By harnessing the power of translation technology, the forum has been able to enhance its global visibility and engage with a broader audience, thereby ensuring the success and inclusivity of the event.*

**Keywords:** Summer Davos Forum, Translation technology, International public relations.

## 1. Introduction

The Summer Davos Forum, orchestrated by the World Economic Forum, emerges as a pivotal platform where leaders and stakeholders across sectors convene to address pressing global challenges. Given the international composition of its participants, the issue of linguistic diversity poses a significant hurdle for effective communication. The 15th edition of the Annual Meeting of the New Champions, commonly known as the Summer Davos, commenced in Dalian on June 25th, drawing the world's attention to China. Characterized by an "unprecedented scale," this year's forum set new benchmarks in terms of session count, participant numbers, and online engagement, with approximately 200 events and nearly 50 meetings broadcasted live. Over 1,700 representatives from more than 100 countries and regions partook in the event. The seamless integration of simultaneous interpretation, mobile translation apps, and live captioning services underscored the pivotal role of translation technology in facilitating communication and ensuring the conference's success. This paper delves into the application of translation technology in the translation for international public relations of the Summer Davos Forum, emphasizing its influence on enhancing communication and outreach efforts.

## 2. Strategies of the Translation for International Public Relations in World Economic Forum

In an era of global communication, economic forums have become indispensable for dialogue among policymakers, industry leaders, and academics. To achieve their objectives, these forums must adopt effective publicity strategies, with the press release being a cornerstone. A meticulously crafted press release can pique media interest and apprise potential attendees of the event's salient features. For instance, the Global Economic Forum's press release announcing its forthcoming annual meeting not only spotlighted

distinguished speakers, including eminent economists and policymakers, but also delineated key themes such as sustainable development and digital transformation in emerging economies. By engaging financial news outlets, economic journals, and local media, the forum adeptly reached its target audience and initiated buzz.

The strategic timing of press releases is equally crucial. Disseminating them well ahead of the event affords media outlets ample time to plan coverage, culminating in enhanced visibility. Research by Dyer and Lawrence (2020) underscores that timely releases substantially boost media engagement, which translates into improved attendance figures.

The rise of digital media has rendered platforms such as Twitter, LinkedIn, Facebook, and Instagram indispensable for event promotion. These platforms offer a unique avenue to reach a broader audience and engage with potential attendees. During the Economic Development Forum, the organizing committee leveraged Twitter to disseminate compelling content, including speaker interviews, behind-the-scenes preparations, and event countdowns. Interactive elements like polls and Q&A sessions further galvanized audience participation. Employing relevant hashtags like "Economic Forum 2023," the forum monitored engagement while augmenting visibility through user-generated content.

Kaplan and Haenlein (2010) highlight the significance of social media in shaping public perception and engagement, thereby underscoring its relevance to publicity strategies for forums. Their research indicates that organizations that effectively harness social media can amplify their outreach and cultivate a sense of community among participants.

Collaborating with industry influencers and thought leaders can significantly amplify outreach efforts. Influencers, with their established credibility and access to larger audiences, can provide invaluable endorsement for an event. The

International Trade Forum, for example, partnered with renowned economists and business leaders to share insights related to the forum's themes on social channels. These influencers not only promoted the event but also engaged their followers in discussions about the topics to be addressed at the forum. This strategy not only expanded the audience but also conferred additional credibility to the event.

Freberg et al. (2011) suggest that influencer partnerships can engender increased trust and engagement among audiences. Consequently, economic forums that integrate such partnerships into their publicity strategies may witness enhanced attendance and greater participant engagement.

Email marketing remains a potent medium for direct communication with potential attendees. By devising targeted email campaigns, organizers can effectively reach previous attendees, industry professionals, and key stakeholders. The Annual Economic Summit's invitation email, replete with personalized content highlighting agenda items, notable speakers, and registration links, serves as an illustrative example. By segmenting the email list based on previous attendance and interest, organizers could tailor messages to various audience segments, thereby enhancing the relevance of the communication.

Chaffey (2021) notes that personalized marketing communications yield significantly higher engagement rates. This insight further substantiates the efficacy of email marketing strategies in ensuring that economic forums engage effectively with their target audience.

Hosting webinars and other pre-event activities presents an excellent opportunity to generate interest and offer potential attendees a preview of the forum's offerings. Pre-event webinars that feature discussions on pertinent topics can function as promotional tools while also adding value. Prior to the Global Financial Forum, several webinars were conducted, focusing on topics such as global trade dynamics and post-pandemic economic recovery. These sessions allowed potential attendees to interact with panelists in advance, fostering a deeper connection to the forum content.

Research suggests that pre-event activities enhance overall engagement and anticipation, leading to increased attendance rates (Smith & Inge, 2022). By showcasing speakers and discussing pertinent issues, economic forums can leverage these strategies to augment their appeal.

Establishing thought leadership through content marketing is crucial for attracting attendees. Disseminating articles, blog posts, and whitepapers related to the forum's themes can assist organizers in positioning themselves as authorities in the field. The Economic Policy Forum's organizers, for instance, regularly published insightful blog posts discussing emerging trends in economic policy, effectively positioning themselves as thought leaders in the economic community. This not only aided in promoting the upcoming forum but also attracted a dedicated readership, translating into higher attendance.

Pulizzi (2014) indicates that organizations with a robust content marketing strategy experience increased customer loyalty and trust. Thus, economic forums that prioritize

content marketing can reap significant benefits in terms of publicity and engagement.

Partnering with academic institutions, business associations, and economic development organizations can amplify the outreach of an economic forum. These organizations often possess established networks that can be harnessed for publicity. The National Economic Forum, for example, collaborated with several universities to co-host workshops and provide student scholarships for attendees. This partnership not only boosted participation among younger audiences but also facilitated event promotion through the universities' communication channels.

Van Winkle and Barlow (2018) outline the mutual benefits of collaboration with relevant organizations, highlighting the importance of strategic partnerships in enhancing visibility and credibility for events.

Engaging with journalists and bloggers is essential for securing media coverage, which significantly amplifies the visibility of economic forums. Offering exclusive interviews with speakers and access to special sessions can motivate media representatives to provide more comprehensive coverage of the event. The Global Economic and Trade Forum exemplified this approach by inviting media representatives to exclusive pre-event briefings. This proactive strategy ensured that key messages were effectively communicated and that the event garnered positive press coverage.

The Journalism & Media Studies Centre (2017) indicates that media outreach efforts significantly impact event visibility and public perception. Therefore, economic forums that prioritize effective media relations can strengthen their publicity efforts.

Listing the forum on relevant event platforms and calendars is a crucial strategy for augmenting visibility. By showcasing the event on popular industry websites and community calendars, organizers can reach potential attendees actively seeking such opportunities. The Economic Impact Conference ensured that its details were posted on various industry-specific event sites and community bulletin boards. This visibility helped attract attendees who might not have been aware of the forum through other channels.

The Events Industry Council (2019) suggests that event marketing through listings can significantly influence attendance rates. Hence, economic forums must ensure they maximize their presence on relevant platforms.

Post-event publicity is indispensable. Sharing highlights, key takeaways, and recorded sessions after the forum can sustain engagement and interest for future events. Following the Annual Economic Summit, a summary report was published, highlighting major discussions and outcomes. This report was disseminated to attendees and posted on various platforms, ensuring ongoing conversation around the topics discussed.

Lee and Sweeney (2021) indicate that post-event engagement strategies can significantly affect future attendance. By maintaining momentum after the forum, organizers can

nurture ongoing interest in subsequent events.

### 3. Translation Technology in the Translation for International Public Relations of the Summer Davos Forum

Translation technology refers to a range of tools and systems that facilitate the process of translating text, speech, or documents from one language to another. Key components of translation technology include:

**Machine Translation (MT):** Automated systems that convert text from one language to another using algorithms and artificial intelligence. Popular examples are Google Translate and DeepL (Hutchins & Somers, 1992).

**Computer-Assisted Translation (CAT):** Tools that aid human translators by providing translation memory and terminology databases. These tools help ensure consistency and efficiency in translations. Examples include SDL Trados and MemoQ (Bowker, 2002).

**Natural Language Processing (NLP):** A branch of artificial intelligence focused on the interaction between computers and human language. NLP is vital for enhancing machine translation quality and understanding context (Jurafsky & Martin, 2020).

**Speech Recognition and Synthesis:** Technologies that convert speech to text (speech-to-text) and generate speech from text (text-to-speech), allowing for real-time translation applications (Huang et al., 2010).

**Localization:** The process of adapting content to meet cultural and linguistic expectations of specific audiences or markets, ensuring that translations are appropriate for local contexts (Esselink, 2000).

**Translation Quality Assessment (TQA):** Methods for evaluating the quality of translations to ensure they meet accuracy and cultural relevance standards (Moorkens et al., 2018).

#### 3.1 Real-time Interpretation

Real-time interpretation is a critical component of the translation technology utilized in the publicity of the Summer Davos Forum. With participants speaking a multitude of languages, real-time interpretation services are indispensable for ensuring that speeches, discussions, and presentations are comprehensible to all attendees. This service is particularly crucial during live sessions, where instantaneous communication between speakers and attendees is essential. Technologies such as simultaneous interpretation equipment and applications enable interpreters to provide live translations of speeches and discussions in real-time. This ensures that all participants can engage meaningfully in the conversation, regardless of their native language (Rogers, 2013). Several firms offer advanced interpretation technologies that integrate seamlessly with event management systems, enhancing the efficiency of language services (Kahane, 2019). Through the use of advanced interpretation technology, participants can listen to live

interpretations in their preferred language, enabling them to fully participate in the forum's activities. Real-time interpretation not only fosters inclusivity but also cultivates a more collaborative and engaging environment at the forum.

#### 3.2 Multilingual Content Creation

Translation technology plays a pivotal role in the creation of multilingual content for the publicity of the Summer Davos Forum. From press releases and promotional materials to social media posts and website content, translation technology allows the forum to reach a global audience by translating information into multiple languages. By providing information in various languages, the forum can effectively communicate its message to diverse audiences and attract more participants and stakeholders from different regions. This multilingual approach enhances the forum's visibility and ensures that it remains accessible to individuals who may not be proficient in the primary languages used at the event.

##### 3.2.1 Creation of Multilingual Press Releases and Promotional Materials

Translation technology significantly impacts the creation of multilingual press releases and promotional materials for the Summer Davos Forum. By employing machine translation (MT) systems, such as Google Translate and DeepL, organizations can swiftly translate essential information into multiple languages. This expedites the distribution of press releases, ensuring that news about the forum reaches a broader audience promptly (Hutchins & Somers, 1992). Additionally, the use of Computer-Assisted Translation (CAT) tools allows human translators to maintain consistency in messaging while managing terminology effectively (Bowker, 2002). This consistency is vital in preserving the forum's branding and objectives across different languages.

##### 3.2.2 Social Media Engagement

Social media is an essential channel for promoting the Summer Davos Forum, as it facilitates real-time interaction with a global audience. Translation technology enables the creation of engaging content tailored to various linguistic communities, ensuring messages resonate appropriately. By providing translations of social media posts, the forum can engage with users in their native languages, fostering a more inclusive and participatory atmosphere. Such an approach builds a sense of community and encourages diverse stakeholders to participate in conversations relevant to the forum's themes (Pérez-Curiel et al., 2018). Furthermore, utilizing analytics tools can assist in identifying language preferences and tailoring messages accordingly.

##### 3.2.3 Website Accessibility

The forum's website serves as a central hub for information related to the event. Translation technology ensures that users from different linguistic backgrounds can access resources, schedules, and updates in their languages. This effort is critical for inclusivity, as it allows individuals who may not be proficient in English or the primary languages used at the event to participate fully. Translating website content enhances the user experience and expands the forum's reach to

non-English-speaking audiences, boosting overall engagement (O'Brien, 2013). Additionally, localizing website content—culturally adapting it to meet the specific needs of different regions—can further strengthen outreach efforts.

### 3.2.4 Enhancing Visibility and Attracting Participants

The multilingual approach enabled by translation technology not only increases the Summer Davos Forum's visibility but also aids in attracting a wider array of participants and stakeholders from various regions. By offering information in multiple languages, the forum conveys its commitment to inclusivity and accessibility, which are critical factors in fostering participation (Esselink, 2000). This strategy can positively influence potential attendees who seek opportunities to engage with global leaders and address shared challenges. The ability to communicate effectively across multiple languages positions the forum as a key player in global discourse, ultimately leading to more profound discussions and collaborations.

## 3.3 Live Streaming with Subtitles

In addition to real-time interpretation, live streaming with subtitles is another valuable application of translation technology in the publicity of the Summer Davos Forum. Live streaming allows individuals from around the world to participate in the forum remotely, experiencing the discussions and presentations in real-time. By incorporating subtitles in multiple languages, live streaming becomes more inclusive and accessible to a broader audience. Translation technology enables the forum to provide accurate and timely subtitles, ensuring that the content is understood by viewers who speak different languages.

### 3.3.1 Live Streaming as a Global Engagement Tool

Live streaming has revolutionized how events are conducted and accessed, allowing individuals from around the world to participate remotely. For the Summer Davos Forum, live streaming serves as a crucial platform for disseminating information and engaging with a global audience (García-Sánchez, 2016). Participants who cannot attend in person can still experience presentations and discussions in real time, making the forum more inclusive. This accessibility is particularly important in a world where travel restrictions and other barriers can limit participation. By leveraging live streaming technology, the forum can reach a wider audience, encouraging diverse voices to contribute to critical global conversations.

### 3.3.2 The Importance of Subtitling

Subtitling enhances the effectiveness of live streaming by providing viewers with written translations of spoken content. This is particularly valuable for individuals who may not be proficient in the primary language used during the forum, typically English. By offering subtitles in multiple languages, the Summer Davos Forum ensures that non-native speakers can fully comprehend the discussions and presentations (Pérez-Curiel et al., 2018). This approach not only promotes inclusivity but also respects the linguistic diversity of the participants, allowing them to engage meaningfully with the

content.

### 3.3.3 Accurate and Timely Subtitles through Translation Technology

The integration of translation technology is essential for producing accurate and timely subtitles during live streaming. Automatic speech recognition (ASR) systems can transcribe spoken language in real time, converting it into text that can be translated into various languages almost instantaneously (Balakrishnan et al., 2021). This technology enables the Summer Davos Forum to provide subtitles that are not only accurate but also reflective of the nuances and context of the discussions. Furthermore, the use of Computer-Assisted Translation (CAT) tools can enhance the quality of translations, ensuring consistency and clarity across different languages (Bowker, 2002).

### 3.3.4 Enhancing Audience Engagement and Understanding

By incorporating live streaming with multilingual subtitles, the Summer Davos Forum significantly enhances audience engagement and understanding. Viewers can follow along with the discussions in their preferred language, which fosters a sense of connection to the event and encourages active participation (O'Brien, 2013). This inclusivity can lead to richer conversations and collaborations, as participants from diverse backgrounds share their perspectives on pressing global issues. Moreover, the availability of real-time subtitles can facilitate networking opportunities, allowing participants to connect with one another based on shared interests and concerns.

## 3.4 Post-Event Content Translation

The impact of translation technology extends beyond the event itself to the post-event phase, where content translation plays a crucial role in disseminating information and insights shared at the Summer Davos Forum. Translating key speeches, reports, and summaries into multiple languages allows the forum to reach a global audience and extend the reach of its key messages. Post-event content translation ensures that the forum's impact is sustained beyond the event dates, enabling stakeholders to continue engaging with the discussions and outcomes long after the forum has concluded.

### 3.4.1 Importance of Post-Event Content

The insights and discussions that take place during the Summer Davos Forum are significant, and the knowledge generated is of immense value to global stakeholders. Post-event content, such as summaries of key sessions, detailed reports on discussions, and transcripts of impactful speeches, plays a crucial role in capturing the essence of the forum. As noted by O'Brien (2013), effective communication of this content ensures that the messages resonating from the event are not lost over time. Translation technology becomes pivotal in this process, allowing for these key messages to be accessible to a wider audience.

### 3.4.2 Expanding Reach through Translation

One of the primary benefits of translation technology in the

post-event phase is its ability to expand the forum's reach. By translating content into multiple languages, the Summer Davos Forum can communicate its key messages to audiences who speak different languages, ensuring a more comprehensive understanding of the discussions and outcomes (Esselink, 2000). This is particularly important in contexts where stakeholders may not be proficient in the dominant language of the forum, typically English. By accommodating diverse linguistic backgrounds, the forum demonstrates its commitment to inclusivity and accessibility.

For instance, translating press releases, reports, and highlights of significant discussions into languages such as Mandarin, Spanish, French, and Arabic allows the forum to engage with stakeholders in regions where these languages are predominant. This strategic approach not only enhances the visibility of the forum's activities but also solidifies its reputation as a global thought leader on various pressing issues (García-Sánchez, 2016).

#### 3.4.3 Facilitating Ongoing Engagement

Post-event content translation helps facilitate ongoing engagement with the forum's findings long after the event has concluded. By making the content available in multiple languages, stakeholders can continue to engage with and discuss the insights, recommendations, and innovations that emerged from the forum. This ongoing dialogue is crucial for maintaining momentum on the issues addressed, allowing organizations, policymakers, and academics to reference and act upon the knowledge gained during the event.

Moreover, sharing translated content across various platforms such as social media, websites, and newsletters can drive further engagement. Stakeholders are more likely to share and comment on content that is accessible and relatable to their linguistic communities, thereby amplifying the forum's reach and impact (Pérez-Curiel et al., 2018).

#### 3.4.4 Establishing a Knowledge Base

Translation technology plays a significant role in creating a lasting knowledge base from the Summer Davos Forum. When crucial speeches, discussions, and sessions are translated and archived, they become resources that can be referenced by stakeholders worldwide. This not only enhances the credibility of the forum but also contributes to the broader discourse on the issues tackled during the event. For example, translated reports may be utilized in academic research, policy development, and corporate strategies, reinforcing the relevance of the forum's discussions beyond its immediate timeline (Balakrishnan et al., 2021).

Moreover, making this knowledge base available in multiple languages supports the idea of localization. It allows information to be tailored to specific cultural contexts, further enhancing its relevance and applicability. Localization ensures that the nuances of language, culture, and societal norms are considered, making the information more resonant among diverse audience groups (Bowker, 2002).

#### 3.4.5 Leveraging Technology for Efficient Translation

The efficient translation of post-event content is supported by advancements in translation technology. Machine translation (MT), Computer-Assisted Translation (CAT) tools, and other innovative technologies enable quick and accurate translations of large volumes of content. This is particularly valuable as the forum generates extensive material during its proceedings, from keynote speeches to panel discussions and workshop outputs. Utilizing these technologies allows the forum to disseminate translated materials swiftly, ensuring timely access to vital information for stakeholders (Hutchins & Somers, 1992).

Furthermore, the use of automated systems for speech recognition and translation aids the creation of comprehensive transcripts and accessible content that can engage a global audience rapidly. With the integration of artificial intelligence, translation quality is continually improving, making it possible to streamline post-event communication effectively (Moorkens et al., 2018).

### 4. Benefits of Translation Technology in the Translation for International Public Relations

The application of translation technology in the publicity of the Summer Davos Forum offers several benefits that contribute to the success and inclusivity of the event. Firstly, translation technology enhances communication by breaking down language barriers and ensuring that all participants can engage meaningfully in discussions and activities. This fosters a more collaborative and diverse environment, enriching the exchange of ideas and perspectives at the forum.

Secondly, translation technology expands the forum's global reach by making information and content accessible to individuals from different linguistic backgrounds. By providing multilingual content and live streaming with subtitles, the forum can attract a more diverse audience and increase participation from regions where the primary languages of the event may not be widely spoken. This broadens the forum's impact and relevance on a global scale.

Furthermore, translation technology improves the forum's visibility and engagement by facilitating the dissemination of post-event content in multiple languages. By translating key insights and reports, the forum can continue to share valuable information with stakeholders worldwide, maintaining interest and momentum around the forum's themes and discussions.

### 5. Conclusion

Translation technology plays a vital role in the publicity of the Summer Davos Forum, enabling effective communication, outreach, and engagement with a global audience. By leveraging real-time interpretation, multilingual content creation, live streaming with subtitles, and post-event content translation, the forum enhances its visibility, inclusivity, and impact on pressing global issues. The application of translation technology not only overcomes language barriers but also fosters a more collaborative and diverse environment, ensuring the success and relevance of the forum on an

international scale. As the Summer Davos Forum continues to expand its reach and influence, translation technology will remain a key tool in promoting effective communication and understanding among participants from diverse linguistic backgrounds.

The integration of translation technology in large-scale international events, such as the Summer Davos Forum, presents a dual-edged sword of challenges and opportunities. On one hand, maintaining quality control across diverse languages is a significant challenge. As Juliane House discusses in "Translation Quality Assessment," the assessment of translation quality necessitates a meticulous analysis that takes into account both textual and contextual factors within their cultural milieu. Additionally, the cultural adaptation required for effective localization extends beyond mere linguistic conversion, demanding a deep understanding of the cultural norms and expectations of the target audience. Research into the localization of museum websites underscores the pivotal role of cultural sensitivity in web design to enhance user experience. Furthermore, the provision of real-time translation services at live events is contingent upon sophisticated technological support, which can occasionally falter, potentially detracting from the audience's comprehension and event experience. The reliance on AI and machine learning for translation is not without its limitations, particularly when it comes to the accurate rendering of idiomatic expressions, slang, or context-dependent language.

On the other hand, translation technology opens up a myriad of opportunities that can significantly enhance international events. It facilitates global participation by breaking down language barriers, allowing for a more inclusive and engaging event environment. The case of 'Connect to Code 2024' in Seoul illustrates how real-time translation can be effectively utilized to bridge linguistic divides, thereby enhancing the inclusivity of the event. Moreover, translation technology augments the accessibility of events, enabling a broader reach both offline and online, and amplifying the event's impact. The deployment of Event CAT at C2C 2024 is a testament to how digital solutions can level the playing field in terms of information access. High-quality translation services are also instrumental in fostering clearer and more effective communication, which is essential for productive discussions and a deeper understanding of the subjects under consideration. From an economic standpoint, AI-powered translation offers a cost-effective and time-efficient alternative to traditional human translation methods, which is particularly beneficial for large-scale events with multiple language requirements. Lastly, the adoption of translation technology in event planning reflects an innovative and forward-thinking approach, equipping events with the adaptability needed to thrive in an increasingly globalized world. Despite the challenges, the opportunities afforded by translation technology are profound, fostering inclusivity, communication, and global engagement in international forums like the Summer Davos.

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