

VAMOS JUNTOS

3RD ANNUAL SUMMIT CDMX

March 12-13, 2025
PRE-CONFERENCE WORKSHOPS

March 14-15, 2025
MAIN CONFERENCE

PRE-CONFERENCE DAY



FULL DAY WORKSHOP!

March 12th

09:30 - 12:30

"LinkedIn Workshop: Stand Out, Connect, Succeed"

- Anne-Marie Colliander Lind

Room A



09:30 - 12:30

"Executive Excellence: Own your destiny - plan your future. Part 1"

- Andrzej Nedoma

Room B



14:00 - 17:00

"Interpret that! A structured guide on how to streamline and scale your interpreting operations beyond any guesswork."

- Ewandro Magalhães

Room A



14:00 - 17:00

"Executive Excellence: Own your destiny - plan your future. Part 2"

- Andrzej Nedoma

Room B



March 13th

09:30 - 12:30

"Reframing and Thinking Differently: Growing Against All Odds"

- Renato Beninatto

Room A



14:00 - 17:00

"Reframing and Thinking Differently: Growing Against All Odds"

- Renato Beninatto

Room A



DAY 1

March 14th, InterContinental Presidente Mexico City



07:30 – 08:30 *Registration*

08:30 - 09:00 *Board Opening*
Room A

OPENING KEYNOTE

09:00 - 10:00 *"Inside the Mind of the Interpreter. I mean, really."*
– **Ewandro Magalhães** | Presented by Rafael Sousa
Room A



10:00 - 11:00 *"LSP growth across services, geographies and verticals"*
– **Luis Miguel Musi** | Presented by Saul Villegas
Room A



11:00 - 11:15 *Coffee Break*

11:15 - 11:40 *Networking Session* hosted by **Dieter Runge & Roslyn Famous**
Room A

11:45 - 12:30 *"Maximizing Value: Transforming Service Relationships into Strategic Partnerships"* – **Karla Vargas, Karina Drosenos & Katherine Byrd** | Presented by bilingual
Room B



11:45 - 12:30 *"Pricing Strategies for LSPs"*
– **Daniel Sebesta** | Presented by Roslyn Famous
Room A



12:30 - 13:30 *Lunch*

13:30 - 14:15 *"The Quality KPI: Accounting for Payer, Interpreter, and Participants"* – **Tatiana Cestari & Danielle Meder** | Presented by bilingual
Room A



DAY 1

March 14th, InterContinental Presidente Mexico City



11:00 - 11:45

Ingrid Christensen *presents* The Language of Trust

Presented by María José Alberto
Room A



14:15 - 15:00

"Building a sellable business"

- **Andrzej Nedoma** | Presented by Rafael Sousa
Room A



14:15 - 15:00

Academic Panel hosted by **Alaina Brandt**

Presented by María José Alberto
Dr. Christof Sulzer (UNAM)
Dr. Erik Daniel Franco Trujillo (COLMEX)
Mtro. Isidro Portillo (UiC)
Room B

15:00 - 15:15

Coffee Break

15:15 - 16:15

Associations Panel hosted by **Ingrid Christensen**

Presented by Charles Campbell
Karen Decker President of ALC
Jose Palomares Vice Chair Board of Directors of GALA
Cecilia Maldonado Vice-President and Board Member of Women in Localization
Charles Campbell Board Director of JUNTOS
Room A

16:15 - 17:15

Interpreting Panel hosted by **Dieter Runge**

Presented by Roslyn Famous
Ingrid Christensen President & Founder of INGCO
Giovanna Carriero-Contreras Founder & CFO of at Cesco Linguistic Services
David Mego CEO at bilingual
Jinny Bromberg President of Bromberg & Associates | Director of Linguist Education Online
Room A

17:15 - 18:15

"Empowering Localization Professionals: Upskilling with Cutting-Edge Language Technologies"

- **Jan Hinrichs** | Presented by Charles Campbell
Room A



OPENING COCKTAIL - ROOFTOP PARTY

HOTEL CONDESA DF

Avenida Veracruz 102 (Colonia Condesa) - 7:30 pm

DAY 2

March 15th, InterContinental Presidente Mexico City



09:00 - 10:00

"Add Value to AI and Machine Translation Services"

- **Adam Wooten** | Presented by Charles Campbell

Room A



10:00 - 11:00

"David Meets Goliath: Strategies for Small Businesses in Big Negotiations" - **Vera Hooijdonk** | Presented by Saul Villegas

Room A



11:00 - 11:15

Coffee Break

11:00 - 12:00

"El poder de la palabra me hizo encontrar el poder dentro de mí" - **Patricia Perezcano** | Presented by Saul Villegas

Room A

Simultaneous interpretation into English will be available, provided by The Word Company



11:00 - 12:00

"What is an Exit Strategy and should you have one?"

- **Carla Itzkowich** | Presented by Charles Campbell

Room B



11:45 - 12:30

"Uber: Touchless Terminology. Extraction and mining"

- **James Lin & Luis Mondragon** | Presented by Charles Campbell

Room A



11:45 - 12:30

"AI & You: An AI Chatbot Showcase"

- **Nora Díaz** | Presented by Roslyn Famous

Room B



12:30 - 13:30

Lunch

13:30 - 14:15

"Understanding the U.S. Remote Interpreting Market: A Quality Roadmap for Latin American LSPs"

- **Katharine Allen & Dieter Runge** | Presented by bilingual

Room A



DAY 2

March 15th, InterContinental Presidente Mexico City

13:30 - 14:15

"Social Selling with El Javi"

- Javier Díaz Fernández-Carvajal | Presented by Charles Campbell
Room B



14:15 - 15:00

"Unleashing Leadership Potential: Building the Leaders of Tomorrow" - **David Brackett** | Presented by bilingual
Room A



14:15 - 15:00

"Sales and Account Management Tips for Midsize LSPs"
- Alex Carney | Presented by Rafael Sousa
Room B



15:00 - 15:15

Coffee Break

15:15 - 16:15

Women Leaders Panel hosted by **Sophie Halbeisen**

Presented by Roslyn Famous

Karen Decker President at International Center for Language Studies and ALC

Cecilia Maldonado Chief Revenue Officer at Latamways

Melissa Meyer Senior Executive Partner at Barbier International, Inc

María José Alberto Co-founder at Dialecta

Room A

16:30 - 17:30

Buyers Panel hosted by **Eddie Arrieta**

Presented by Rafael Sousa

Karla Vargas Localization Program Manager at META | Silicon Valley Chapter Manager for Women in Localization

Karina Drosenos Localization Program Manager at Salesforce

Katherine Byrd Enterprise Localization Manager at Korn Ferry

Jose Palomares Director of Localization at Coupa Software

Patrick Nunes Director of Global Communications & Design at Rotary International

Room A

17:30 - 18:30

"The Show Must Go On"

- Renato Beninatto | Presented by Charles Campbell
Room A



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JUNTOS Board
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Ivan Escamilla, David Mego, Roslyn Famous, Rafael Sousa)

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Lima



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