

INDUSTRY NAME

Luxury Fashion Retail

LOCATION

Macau

PLATFORM

Onsite

SERVICES

Globibo provided simultaneous interpretation and an event tech solution to a luxury brand for 280 participants in Macau. Language pairs involved in the event were English <> Mandarin, Cantonese, Korean & Japanese. Globibo provided two linguists per language along with an event tech solution. On the second day, Globibo provided tour-based interpretation in the same languages for 188 participants and included equipment such as 130 mobile receivers.

EQUIPMENT USED

- 4x Conference Interpretation booth
- 8x Interpreter Consoles
- 1x CCU / Transmitter
- 5x radiators
- 1x audio splitter
- 280x IR receivers with headband headphones
- 131x Receivers for Tours with Mobile Transmitters

A luxury fashion & cosmetics brand partnered with Globibo to provide real-time multilingual translation for its APAC sales meeting, ensuring inclusive communication for 300+ attendees while maintaining a premium, brand-aligned event experience.

Globibo's Multilingual Interpretation Support for a Luxury Brand Event in Macau

A globally renowned luxury cosmetics brand, celebrated for its high-end skincare, makeup, and fragrance lines, hosted its annual sales meeting to launch its latest product collection and align global sales teams on market strategies. With about 300 attendees from APAC, including regional sales directors and beauty advisors, the event demanded seamless multilingual communication to ensure inclusivity and engagement. The brand partnered with Globibo to deliver real-time translation, maintaining the event's premium experience and facilitating effective communication across diverse linguistic and cultural backgrounds.

To ensure clear and inclusive communication, Globibo delivered simultaneous interpretation in key APAC languages and premium interpretation booths and equipment to support the luxury brand's high-standard sales meeting.

People

280

Days

1

Languages

4

Booths

4





CHALLENGES

- **Linguistic Diversity:** Speakers mainly speak in English, and multiple speakers were on stage for some time, sometimes even multiple languages, necessitating accurate and culturally sensitive interpretation.
- **High Expectations for Quality:** The brand's reputation for excellence required flawless, professional interpretation that matched its sophisticated tone and avoided disruptions.
- **Complex Content Delivery:** The meeting included technical product details, marketing strategies, and financial projections, requiring interpreters with industry-specific expertise.
- **Time-Sensitive Execution:** The SI solution needed to be implemented within three months to align with the event schedule.

MANAGEMENT OF CHALLENGES

Globibo designed a comprehensive solution to these challenges, focusing on high-quality interpretation, advanced technology, and alignment with the luxury brand's standards. Key components included:

1- Professional Simultaneous Interpretation-

- **Expert Interpreters:** We assembled a team of 8 Senior interpreters, with superior expertise in the target languages and context (Cantonese, Mandarin, Japanese, and Korean). The interpreters were trained in luxury retail terminology, including product craftsmanship, brand heritage, and sales strategies.
- **Cultural Sensitivity:** Interpreters were briefed on cultural nuances to ensure translations resonated with regional audiences, e.g. adapting idiomatic expressions for Mandarin-speaking attendees.
- **Team Coordination:** Each language pair was assigned two interpreters working in 20-minute shifts to maintain accuracy and reduce fatigue during the 8-hour event.

2. Advanced SI Technology:

- **Interpretation Equipment:** Globibo supplied wireless headsets and receiver units with crystal-clear audio quality for in-person attendees, ensuring a distraction-free experience. Booths for interpreters were discreetly placed to maintain the event's elegant aesthetic.

3. Pre-Event Preparation

- **Content Review:** The SI provider collaborated with the brand's marketing and sales teams to review presentations, scripts, and product descriptions, ensuring interpreters were familiar with the technical terms of skin care products.

ROLES / TEAM MEMBERS

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A successful event hinges on teamwork. Effective collaboration, clear communication, defined roles, and meticulous planning contribute to seamless execution. Each team member's expertise, dedication, and synchronized efforts create an unforgettable experience that meets objectives .

01

Account Manager

Managed the overall project (including the preparation of the the equipment, platform, network, coordination with the client, and onsite execution).

02

Technical Lead

Technical lead oversees event tech setup, troubleshooting, and maintenance, ensuring seamless execution and optimal performance during events

03

Linguists

Bridge languages, ensure clarity, preserve meaning, and support cultural understanding.



GLOBIBO

The client was truly impressed with how Globibo elevated their sales meeting. The interpretation was flawless, the tech was smooth, and everything was executed professionally. It made the client's event feel truly global and inclusive, precisely what they hoped for.

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