



## INDUSTRY NAME

Multi-level Marketing (MLM)

## LOCATION

Singapore

## PLATFORM

- Globibo Events.Studio

## SERVICES

Globibo provided AI Interpretation to an American multi-level marketing company. The service provided included industry-leading AI translation to overlay in live presentations, access to Events.Studio via own smart devices, and post-event SRT files for usage in training content.

## SETUP

The Globibo team was present on-site to support event operations and technical setup. All microphones were directed to both the in-house PA system and the AI platform. A QR code was generated and displayed for participants, allowing them to easily access the Events.Studio platform through their own mobile devices.

## BEST EXPERIENCE

This marked the client's first experience with an AI-based system for real-time transcription and translation at such a large-scale event. The convenience and accessibility of the solution through personal smart devices significantly enhanced audience engagement.

A leading direct selling company hosted a regional training workshop for 1,000 participants. Globibo provided a cost-efficient solution for real-time transcription and Mandarin translation, with onsite technical support.

# Live AI Mandarin Language Interpretation delivered via Events.Studio

To provide a cost-efficient solution for real-time transcription and Mandarin translation for a leading direct selling company's regional consultants' training and coaching workshop, which hosted approximately 1,000 participants from neighboring countries.

Fast & cost-efficient Language Services - to empower & engage People in Communication.

Delegates

1,000

Hours

5.5

Applications

2

Positive Feedback

96%





## ROLES / TEAM MEMBERS

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**

**02 AV Engineers**

**03 AI Engine Engineer**

## CHALLENGES

- It remained rather unclear if the wifi of the venue could support the number of participants
- The initial audio interface connection to the venue's audio mixer required adjustment.
- Specific product names required pre-determined Mandarin translations.

## MANAGEMENT OF CHALLENGES

- Wi-Fi testing and several reviews with the engineering team optimized the Access Points to ensure that all participants had access with the right bandwidth.
- Collaborated with the venue's in-house AV technician to swiftly resolve the audio interface configuration.
- Pre-event review of terminology with linguists who had specific subject-matter experience.



The client expressed appreciation for the innovative AI interpretation solution, noting its effectiveness and practicality. They acknowledged the few technical learning points for future improvements, but overall appreciated the enhanced accessibility for their regional participants.

Globibo maximizes the impact of interactions through subject-specific language interpreting. Globibo provides fast and cost-efficient language services solutions to help clients empower and engage more people with the content.

[www.events.studio](http://www.events.studio)  
[www.globibo.com](http://www.globibo.com)