



LISA Global Strategies Summit USA

Understanding Customer Requirements

It's *not* about technology – it's about what customers want to achieve!

March 3-6, 2003 • San Francisco Bay Area

Watch www.lisa.org for Early-bird Registration

Preliminary Program Overview

The Localization Industry Standards Association's 45th international conference will focus on what clients are saying about the costs and benefits of doing business globally. How are clients succeeding in today's global environment? What is their ROI? What role do Open Standards-based systems play? The result will be 4 days of dedicated focus on the needs of clients in today's internet world, with special emphasis on how the most successful companies are making global business a priority while integrating business processes across the company and with key partners, suppliers and customers. The program will feature:

- Web Services Standards and Internationalization – The impact on Global Business
- Global Content Management – What is being delivered today and how!
- Japanese QA – Quality, price and speed
- Search Engine Internationalization and Global Sales
- Globalizing Customer Support while Expanding Markets and Revenues
- Government and Education initiatives for language, culture and business
- **LISA WORKSHOPS**
 - Evaluating Globalization Management Systems • Internationalization & Localization Testing
 - Managing Localization Projects • Implementing Enterprise XML Strategies to Reduce Costs

GLOBALIZATION BEST PRACTICE • CASE STUDY PRESENTATIONS

Workgroup, Advisory leaders and invited speakers include • Altavista • Avaya • Ask Jeeves • Cisco • CLS Corporate Language Services • Corel • Documentum • eBay • EMC Corporation • FAST Search • GlobalSight • Google • Hewlett-Packard • I18n Inc. • IBM • Inktomi • Intel • Isogen International • JD Edwards • Logitech • Microsoft • Overture • Oracle • RWS Group • SAP • SAS Institute • SDL International • STAR • Systran • Terra Lycos • Trados • Venturi Technology Partners • Vignette • Wall Street Journal • Welocalize • WH&P • World Bank • Xerox • Yahoo •

	Morning	Afternoon	Evening
Monday Mar 3	LISA Workshops and Press Media Advisory		Summit Reception
Tuesday Mar 4	Summit Day 1 – Product & Services Exhibition		Networking Reception
	Plenary	Case Studies & Workgroup Advisories	
Wednesday Mar 5	Summit Day 2 – Product & Services Exhibition		
	Plenary	Case Studies & Workgroup Advisories	
Thursday Mar 6	LISA Workshops		

LOCALIZATION PRODUCTS AND SERVICES EXHIBITION

The industry's leading technology developers for automated language processing systems, multilingual web-services, internationalization, translation and localization suppliers will demonstrate their products and services.

Co-sponsored by



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