

27–28 March 2026



DUO Colloquium

Multilingual Communication Now – Processes, Roles, Responsibilities

Programme Day One (Friday 27 March 2026)

08:30 - 09:15 Registration Foyer

09:15 - 09:30 **Conference Opening** Room: SM 04.01
Daniel Perrin, Director, ZHAW School of Applied Linguistics

New Language Industry Research

09:30 - 10:15 **Roles of translation professionals and technology in the age of AI**
Maarit Koponen, Professor of Translation Studies, University of Eastern Finland

10:15 - 10:45 **Human in the loop: Zur Rolle und Verantwortung von Sprachexpert:innen
in KI-gestützten Übersetzungsworkflows**
Silvia Hansen-Schirra, Professor of English Linguistics and Translation Studies,
Johannes Gutenberg University Mainz

10:45 - 11:15 Coffee break

Political Institutions

11:15 - 11:45 **DGT's Language Technology Coordinators**
Marja Hennessy, Director, Directorate-General for Translation, European Commission

11:45 - 12:15 **Multilingual communication – the changing role of translators at the European Parliament**
Mads Outzen, Head of Strategy and Innovation Unit,
Directorate-General for Translation, European Commission

12:15 - 12:45 **Vom Sprachendienst zum Kompetenzzentrum Sprachen – Übersetzen in der Bundesverwaltung**
Monika Röthlisberger, Head of Centre of Expertise for Language Technologies (CoELT),
Federal Chancellery FCh

12:45 - 14:00 Lunch break

The Language Industry and Healthcare

Room: SM O4.01

14:00 - 14:30 **Weiterentwicklung für die multilinguale Kommunikation von morgen**

Vivien Krämer, Lead Language Operations, Roche Diagnostics Int. AG

14:30 - 15:00 **Wayfinding in Hospitals: Project Reflections**

Brian Switzer, Professor for Communication Design, HTWG Konstanz – University of Applied Sciences

15:00 - 15:30 **Vom Language Services Provider zum Language Technology Integrator –**

Kompetenzen und Berufsprofile, die bei Supertext (auch) in Zukunft gefragt sein werden

Mara Bertamini, Chief Language Officer, Supertext

15:30 - 16:00 Coffee break

16:00 - 17:00 **Round table I: Zukunft der Sprachendienste: Evolution oder Revolution?**

Moderation

Cécile Libiez, Head of Language Services, AXA Switzerland

Suzi Hasanovic, Head of Language Competence Centre, Vaudoise Assurances

17:00 End of Day One

Optional conference dinner

Programme Day Two (Saturday 28 March 2026)

New Language Industry Research

Room: SM 04.01

- 09:00 - 09:30 **Shaping Change: The Strategic Importance of Consulting in the Language Industry**
Caroline Lehr, Professor of Translation Studies, ZHAW Applied Linguistics
Martin Kappus, Head of Accessibility Studies Professorship, ZHAW Applied Linguistics
- 09:30 - 10:00 **Legal Translation at a Crossroads: Responsibilities and Risks in the AI Era**
Łucja Biel, Professor of Linguistics/Translation Studies, University of Warsaw

Creativity and New Technologies

- 10:00 - 10:30 **Emerging Scholars in Conversation: ZHAW meets Łódź**
Arianna Autieri, Ambizione Research Fellow, ZHAW Applied Linguistics
Krzysztof Hejduk, PhD Candidate, University of Lodz
- Moderation**
Chantal Wright, Professor of Creativity and the Language Industry, ZHAW Applied Linguistics

10:30 - 10:45 Coffee break

- 10:45 - 11:15 **Die Rolle der Sprachexpert:innen zwischen KI und Kreativität – ein neuer Workflow für die Transkreation?**
Marianna Tadolini, Marco Petralia, Italian Language Specialists, Swiss Post Language Services
- 11:15 - 11:45 **The Promises of AI or Literary Translation under Pressure**
Alexandra Rak, Literary Translator and project member «Kollektive Intelligenz»
- 11:45 - 12:15 **KI als Werkzeug im Lokalisierungsprozess von Computerspielen**
Marcin Michoń, Assistant Professor, Department of German Linguistics and Translation Studies, University of Lodz

12:15 - 13:45 Lunch break

- 13:45 - 14:45 **Round table II: Educating for (r)evolution: Future-proofing students for the language professions**
- Moderation**
Gary Massey, Former Head of Institute of Multilingual Communication IMK, ZHAW Applied Linguistics

- 14:45 **Closing Remarks**
Alice Delorme Benites, Head of Institute of Multilingual Communication IMK, ZHAW Applied Linguistics

15:00 End of Day Two

