



THE LEADER IN GLOBAL LANGUAGE AND BUSINESS SERVICES

LANGUAGE:

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- Awards
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Case Study: **PORTER NOVELLI**

Providing Access to a Network of Specialized Interpreters on Short Notice

The Client

Porter Novelli is a global, marketing-based public relations firm specializing in consumer, convergence/technology, health care, and corporate affairs practices. The company was founded in 1972 by two public relations leaders who had a vision of the first truly multinational, multicultural firm capable of delivering best-in-class service to clients in all major world markets. Today, Porter Novelli has 88 offices in 40 countries.

The Challenge

Porter Novelli prides itself on delivering specialized PR services to its elite client base. In organizing an event in Dublin for a leading pharmaceutical company, the firm needed to make sure that the support it was providing this client met its high standards. With an urgent need for industry-specific simultaneous interpretation services in 11 languages, Porter Novelli staff were concerned that the limited time available would mean that quality would be compromised. So, they sought a language services provider who had access to experienced interpreters on short notice and who could provide reliable, quality interpretations throughout the event.

The TransPerfect Solution

Based on their long-standing relationship with TransPerfect, Porter Novelli turned to us to fulfill this seemingly impossible request. With a global network of over 4,000 skilled linguists, we immediately set out to identify the best pharmaceutical experts available for each required language.

Within 10 days, our dedicated Conference Services team had lined up 22 interpreters specializing in the pharmaceutical field. TransPerfect handled not only the booking of the interpreters, but all the travel arrangements as well. This allowed Porter Novelli staff to cover the many other facets of the client's PR with the dedication to detail for which the firm is renowned.

