

## **Globalization Partners International is featured speaker at DocTrain West Conference.**

**Washington, DC – March 11, 2009** – Globalization Partners International (GPI), a provider of document, website and software globalization services, announced today that its Director of Document Globalization, Maxwell Hoffmann, is a featured speaker at DocTrain West. The conference will be held near Palm Springs from March 17 through the 20<sup>th</sup>.

“The presentation will cover best practices in creating an international website from the ground up for any global organization,” says Maxwell Hoffmann, GPI’s Director of Document Globalization. “Although there are many ways to organize a multilingual website project, there are some specific fundamental phases, steps and tasks which should be integrated into every Web Design, Development and Deployment (W3D) plan.” The program topics include:

- Website Design and Development and Deployment
- Glossary Development
- Translation and Copy Writing
- Localization of Text, Graphics and Multimedia
- CMS deployment, training and support
- Global Search Engine Marketing (SEO)

“Today companies are requiring a range of features and functionality from their global websites,” says Marcelo Volmaro, GPI’s Director of Website Globalization. “Requirements such as multilingual, better lead generation, search engine optimization, ability for non-technical staff to easily add and edit content, automated approval processes for content and automated translation workflow for language versions are all core features expected in new sites.”

GPI’s presentation will take place at the Westin Mission Hills Resort in Rancho Mirage on March 18<sup>th</sup>. Anyone interested in seeing a full description of the presentation or registering for DocTrain West should visit the following website for details: [www.doctrain.com/west](http://www.doctrain.com/west).

### **About Globalization Partners International (GPI)**



Globalization Partners International, LLC provides document, software and website globalization services into over 100 languages including Arabic, Chinese, French, German, Japanese, Korean, Portuguese, and Spanish.