

One Stop Language Solutions by Luciana Scrofani Green

How an interpreter reinterpreted a year of pandemic



During my years as an ICCIUK member, I have been delighted to meet many of you, fellow members. For those who I have not yet had the privilege of meeting, I am Luciana Scrofani Green, certified Italian interpreter and translator and founder of One Stop Language Solutions. Interpreting is an industry that connects us, through finding a common language to reach a common goal. I have spent two decades interpreting and translating at the highest level, so I have seen my fair share of changes. But the last 12 months has seen one of the biggest changes of all to my industry with the Covid-19 pandemic.

Before the pandemic, my diary was filled with flights and hotels, international conferences and business meetings. But when the pandemic started in Europe, it all ground quickly to a halt.

As we faced the first lockdown, I immediately pivoted my services to adapt to new restrictions, meet the new needs of my sector and my clients. Like many of us, my business went digital.

THE ADJUSTMENT TO A NEW NORMAL

I launched a new version of my website, invested in my digital

communication strategy, launched a seasonal e-newsletter and increased posting on LinkedIn and Instagram. Above all, I made it my mission to remain in touch with my network within the new normality we were living in.

As we all got to grips with Zoom meetings, thanks to technology I have still been able to provide my services to clients in any language, anytime and from anywhere.

That is the beauty of Remote Simultaneous Interpreting (RSI) - interpreting between languages in real-time through a remote interpreter based anywhere in the world.

During severe restrictions on travel and meetings, RSI had its finest hour, offering a modern, fuss-free solution so businesses could connect virtually. I invested in premium hardware for my home office to ensure clear audio and expanded my knowledge of RSI platforms to appropriately consult clients.

Soon we became used to these new systems of communication, and from my new home office I have worked on some remarkable projects, including household names in the pharma sector and a special assignment for Francesco Totti!

Whilst I love in-person interpreting, RSI offers unique benefits to many clients who are looking to save time, budget or are hosting an event remotely or in a hybrid way.

We are coming out of the pandemic now, but not without restrictions. So, I have pivoted my business again and now offer same-day certified translation of PCR or COVID-19 test results, as well as video translations and RSI for virtual hearings and arbitrations.

I am delighted to have recently upgraded my ICCIUK membership to Benefactor status, continuing to support UK and Italian companies do business internationally.

I believe the best work is done between partners who know and trust each other. Especially during these challenging times, I have a deeper understanding of the importance of supporting your professional network, of building bridges despite the distance and continuing to connect with others. And yes, it can all be done through a screen.

Luciana Scrofani Green

Picture courtesy of One Stop Language Solutions