

GLOBAL NETWORK PROGRAM SEMINAR (GICLS)

ONLINE

'In an AI-driven world, challenges are now opportunities for language experts': an industry view

Guest speaker:

Rocío HAYER

Strategic Account Executive | PhD Candidate (University of Vigo)

Moderator:

Dr. Yosri RAZGUI

GNP Project Assistant Professor | Kobe University

Date: October 9th (Thursday), 2025

Time: 17:00 - 18:30 (JST)

Venue: Online

(Scan the QR Codes below for the Zoom link and for the registration)

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REGISTRATION
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Please register by
OCTOBER 8th

Language: English

This presentation will explore real-world demands and how translators can take new strategic paths to become trusted advisors and work with a wider range of stakeholders. We will focus on the importance of being a cultural advisor, of understanding beyond the translation process, and of being capable of providing guidance on AI and non-AI workflows for translation.



Rocio Hayer (nee Medina Ramirez) works as a full-time professional in the creative software world. She has worked with the biggest advertising agencies, luxury retailers, and various other industries. She believes in blending academic and business worlds together for mutual support. Rocío Hayer is also a certified legal translator, holding a Bachelor's Degree in Translation and Interpreting (her speciality being creative translation) and a Master of Advanced Studies in Translation and Culture. She is in her final year of her PhD on Translation and Communication at the University of Vigo in Spain.

Organizers:

Global Network Program & Research Institute for Promoting Intercultural Studies (Promis)

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