



International Window Cleaning Association (IWCA)

CASE STUDY

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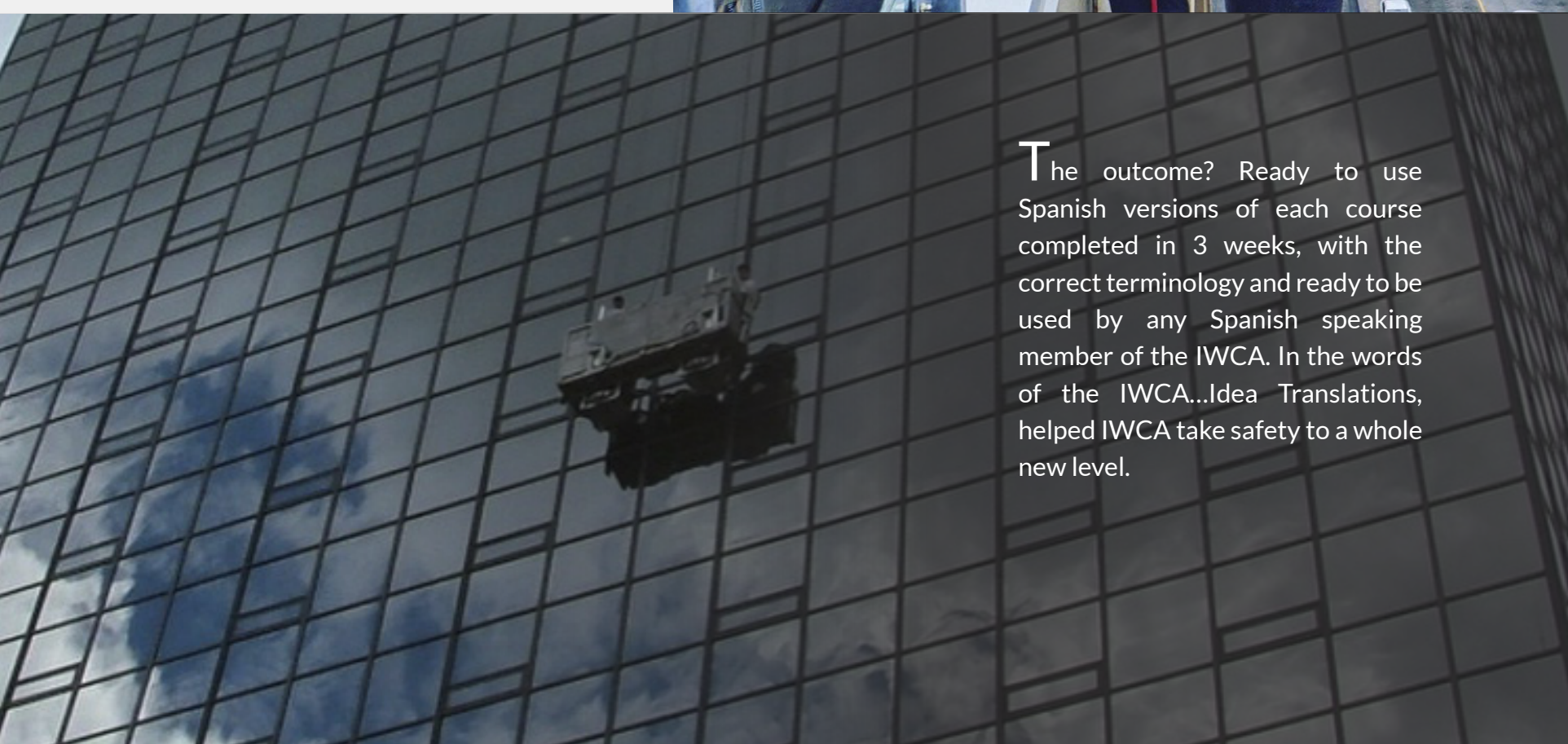
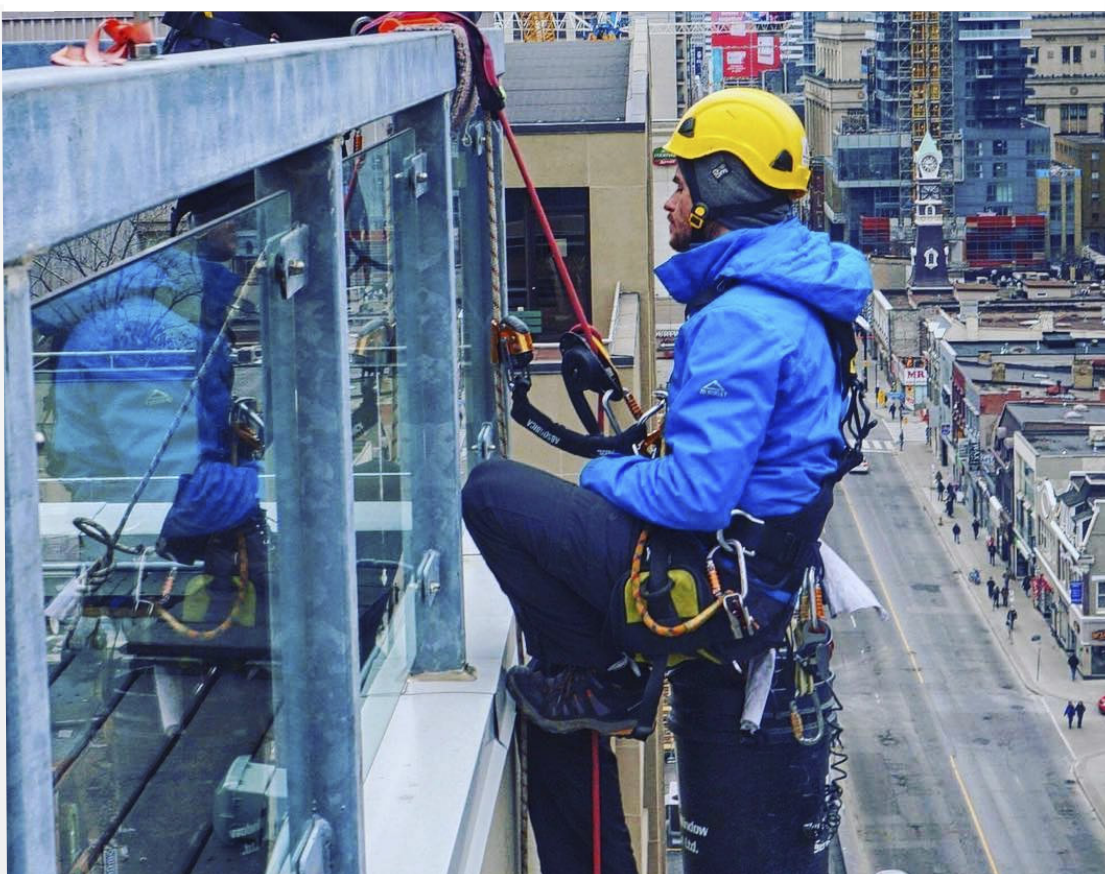
PROJECT SUMMARY

Client IWCA	Service E-Learning	Content Multimedia	Subject Matter Technical Education	Scope Spanish Translation of Technical Safety Trainings
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In the late 1980s a group of window cleaners met in Lubbock, Texas and created the International Window Cleaning Association in an effort to promote safety and education as well as to enhance professionalism throughout the industry. From that day forward, it has been the mission of the IWCA to educate and assist its members in developing professionalism, ethics and standards of safety and to actively represent the concerns and interests of window cleaning companies. Each year, IWCA holds an annual convention and trade show for professionals working in all aspects of the window cleaning industry. Additionally, the association offers four regional safety training sessions per year which gives companies the opportunity to have their employees professionally trained.

Among these training sessions, IWCA faced the need for providing their Spanish speaking members and their employees with the adequate resources to complete their work in a professional and secure way. IWCA approached Idea Translations with a particular challenge. Their courses were very technical in nature and extremely interactive. They required a strong Articulate team able to manipulate not only the software, but also familiar with audio editing and subtitling. Idea Translations used a team of highly specialized linguists including an Articulate engineer and subject matter experts with experience in the Window Cleaning industry, narrators, editors and programmers.



The outcome? Ready to use Spanish versions of each course completed in 3 weeks, with the correct terminology and ready to be used by any Spanish speaking member of the IWCA. In the words of the IWCA...Idea Translations, helped IWCA take safety to a whole new level.

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