



GRTome

Greek to Me Translations

Technology Integration: From Challenge to Competitive Advantage

How language professionals turn AI pressure into positioning, productivity, and profit.

📍 **CIOL Conference — London, April 2026**

🎤 **Vasiliki Kouï Prestidge**

Greek to Me Translations (GRTome)

Today's Roadmap

- **The paradox in our market**
- **State of the industry (what's down, what's up)**
- **Reframing the challenge and raising the quality bar**
- **Role shift: translator → language specialist**
- **Practical tech: prompts, MT + MTPE, CAT, terminology, localization**
- **Working smarter: cognitive space and strategy**
- **Risks, ethics, safeguards**
- **Key takeaways**

The Paradox

“Work has dropped”
— *and yet* —
“I don’t have time to take on more work”

What this really signals:

- ✓ Demand shifted, not disappeared
- ✓ Work mix changed (turnaround, format, channels)
- ✓ Capacity is trapped in low-value tasks

State of the Industry

Declining / Shifting

- Corporate content volumes down
- Marketing translation heavily fragmented
- Budgets allocated to AI/automation tools

Rising Demand

- + **Certified translation** (official documents)
- + **Legal translation** (compliance, contracts)
- + **Interpreting** (hybrid events, healthcare, legal)

 **The New Standard: Buyers expect faster turnaround + lower prices across the board**

Reframing the “Challenge”

AI and automation create significant speed and cost pressure across the market



Technology doesn't eliminate translators
— it changes where value is created

New Value Hotspots:

 Risk Management

 Domain Compliance

 Brand Voice & Tone

 Workflow Design

Why Fear? The New Quality Threshold



If your output is worse than/equal to a strong MT baseline, **you're out of the conversation**

Action Plan:

- 1 **Benchmark yourself** against MT on your specific niches.
- 2 Identify where you **consistently beat MT** (tone, nuance, legal precision).
- 3 **Productize those strengths** into premium services.

Shift in Role: Translator → Language Specialist

Traditional Role

- 📄 Translate text manually
- 🗂️ Work solely in isolation
- A Focus primarily on words
- 📁 Deliver raw translated files



New Role

- ✂️ **Curate, validate, and optimize**
- 🗂️ **Orchestrate human + AI workflows**
- 🎯 **Ensure meaning, tone, compliance**
- 🛡️ **Deliver risk-aware solutions**

ChatGPT Prompts: Be Clever, Know What to Ask

√x FORMULA: Role + Task + Constraints + Reference + Output Format

Legal Translation

"You are a Greek-English legal translator. Extract ambiguous terms from this contract, cite Greek Civil Code refs, return a 3-column table (term, issue, recommendation)."

Transcreation

"Using this brand voice guide, propose 3 transcreation options with rationale and risk notes for regulated markets in the UK."

QA & Risk Mitigation

"Compare DeepL output vs my draft. Highlight risk terms related to privacy/IP, suggest safer alternatives, and explain why."

Terminology Management

"Build a TBX glossary from this uploaded corpus; flag any terms with multiple senses or contextual ambiguity."

Client Communication

"Draft a professional client email to clarify project scope, establish confidentiality guidelines, and articulate my MT usage policy."

AI-Assisted Translation (Human + Machine)



The Tools

DeepL
Google Translate
ChatGPT
And other tools...



Use Cases

First drafts for large volumes

Rapid variant generation

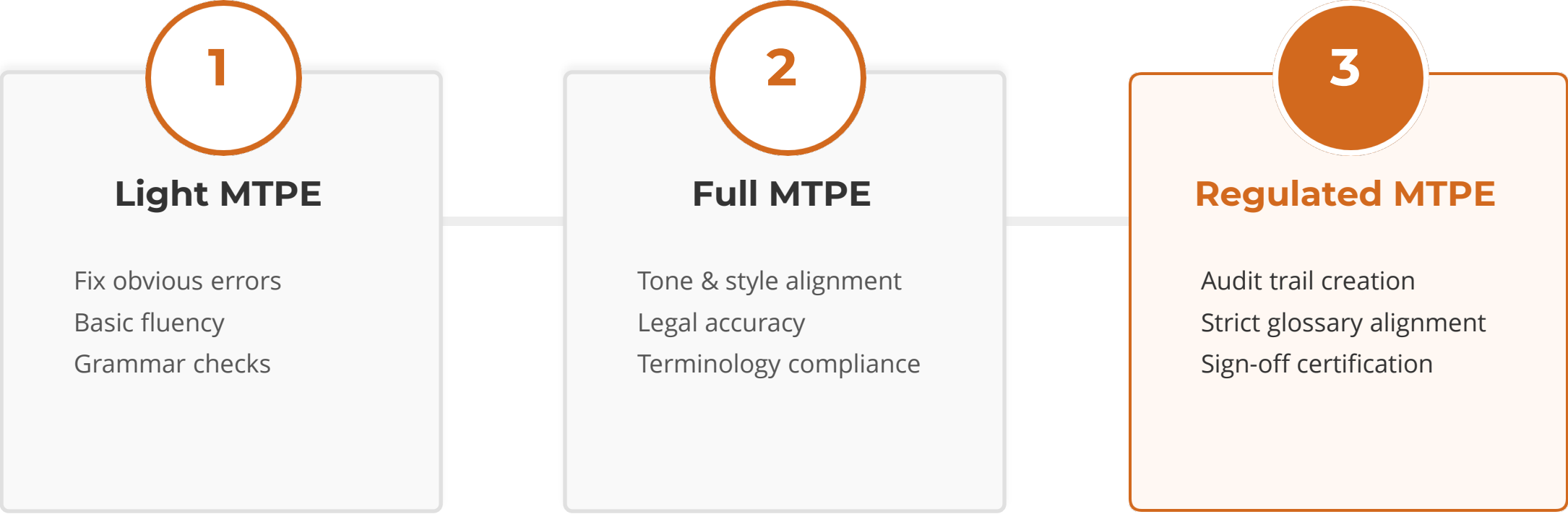
Pre-translate → human
post-edit → QA



Competitive Edge

**Speed + scalability
when paired with
expert review.**

MT Post-Editing as a Premium Skill



Value Proposition: Predictable quality, faster delivery, measurable savings.

The questions

“

**Can you do that?
Should you do that?**

- ✓ Acting like an agency?
- ✓ Client transparency? Should they know? Do they care?
- ✓ Do you tell them?

CAT Tools and Translation Memory

Industry Standard Tools



SDL Trados Studio



memoQ



Wordfast, client platforms

The Competitive Edge



Asset Leverage

Reuse previously translated segments and leverage fuzzy matches to dramatically increase output.



Brand Consistency

Enforce strict terminology consistency across massive projects and decentralized teams.



Margin Protection

Reduce overall costs for clients while protecting and even expanding your own profit margin.

Terminology Management = Specialization Power

Building Assets

 **TBX (TermBase eXchange)**

 **CAT Tool Glossaries**

 **Niche Vocabularies**

The Specialization Advantage

Fewer Errors

Maintain strict accuracy in highly regulated fields like medical, legal, and engineering.

Faster Reviews

Automated terminology checks speed up the QA process and reduce cognitive load.

Niche Authority

Building proprietary termbases establishes you as the recognized go-to expert in your domain.

AI for Research and Productivity

Productivity Stack



ChatGPT



Notion



Zapier / Automations

Cognitive Efficiency



Pre-Translation Summaries

Summarize dense or lengthy documents before translating to grasp context and nuance faster.



Clarify Ambiguity

Use AI to unpack complex or ambiguous source phrasing, generating alternative interpretations. Ask to check your language, pick up issues.



Drafting & Admin

Instantly draft style guides, review checklists, and client briefs, saving hours of manual admin.

Protecting Cognitive Space

“

Rest releases the cognitive capacity required to spot better opportunities.

”

Practical Steps

Schedule white space and deep-work blocks
Automate admin (intake, invoicing)

Say no to low-joy, low-margin work
Use saved time to pursue higher-value niches

Strategic Positioning That Wins



Specialize

Legal
Medical
Technical
Marketing

AI struggles with domain nuance – AI resistant industries



Combine Skills

Translation + SEO
Translation + UX writing
Translation + content strategy



Hybrid Services

“AI + Human QA”
Faster delivery
Guaranteed accuracy

Backed by SLAs



Protect Your Joy

Do not work with clients that offer no joy

Spot red flags early

Protect your mental bandwidth

In 2026, it is not allowed to get scammed

Cautionary Tales: Risk and Ethics



The Ethical Dilemma:

Who is at fault when AI-assisted content fails?



Legal Liability

Errors in certified translations or legal documents can cause severe financial or personal harm. AI lacks accountability.



IP & Privacy

Feeding sensitive client data into public models risks exposure and breaches NDAs. Data privacy is non-negotiable.



Transparency Issues

Clients often don't know AI is being used. Disclosing MT usage prevents broken trust if errors surface later.



Essential Safeguards

Client consent + data-handling policy
Use secure tools; redact sensitive data
Human review sign-off; versioned audit trail

ChatGPT told me about you

“ It said I should use Greek to Me and gave me your contact ”

Practical Steps

Can AI platforms scroll your site?

Do they know you exist?

What do they know about you?

And what do they say about you?

Translation is not a problem...

“

This is the time of AI

”

Practical Steps

What are those areas and applications where you are a must

Who are your star clients?

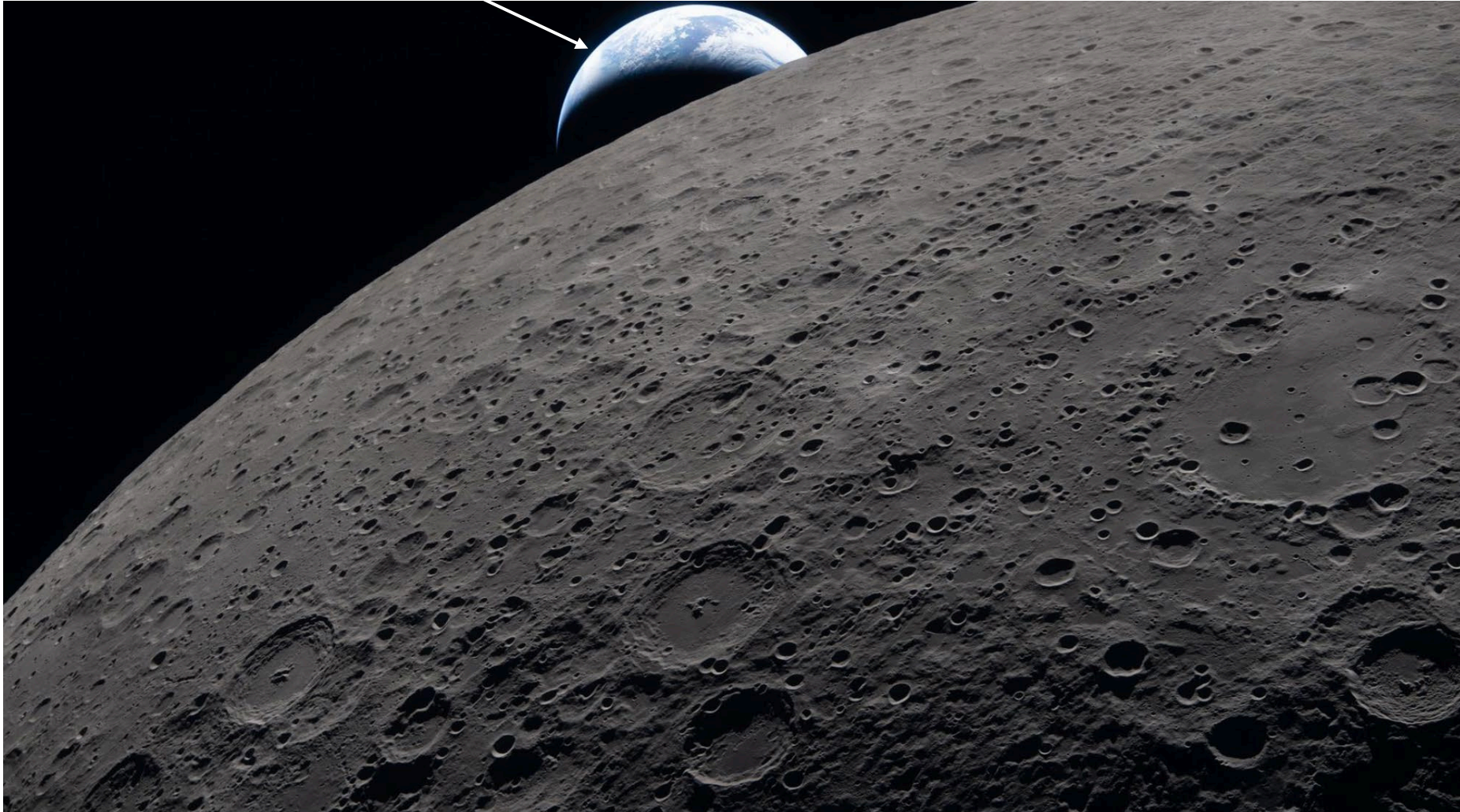
Where are you needed and why?

Is this clear on your USP/online presence?

The state of the world



And here you are worrying about AI



Closing Message

“

"Technology doesn't replace translators—it amplifies them"

”

Next Steps



Benchmark against Machine Translation



Productize your niche strengths



Build risk-aware, AI-enabled workflows

 **Connect:** Vasiliki KP | GRtome (Greek to Me Translations) | www.grtome.com