



Avoid Regionalisms



Funny Doesn't Always Translate

1

BE UNIVERSAL

Be Direct and Specific

Avoid Idioms and Colloquial Language



Language, Wording, and Translation Issues



Hand Gestures, Clothing, and Other Photography Pitfalls

2

DON'T DO IT ALONE

Establish Reliable Country Leads to Act as Safeguards to the Language and Culture



Cultural Mores



Shipping Laws

3

STAY CURRENT ON LAWS AND REGULATIONS

Know the Privacy Policies and Confidentiality Issues for Each of Your Target Countries



Web Site Laws for Capture, Storage, and Use of Personal Information



Customs Laws and Policies



HOW TO

NAVIGATE GLOBAL COMMUNICATIONS

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Consider Time Zones



Take Note of Regional Holidays



Beware of Shipping and Customs Costs



Implement Online Downloads Where Possible

5

HAVE A GLOBAL STRATEGY

Be Realistic. Look Online to Streamline Costs. Know the Tech Capabilities of Your Target Countries.

DON'T GET LOST IN TRANSLATION

Take Precautions to Ensure that Your Campaign Has the Same Impact on Every Audience



Hire a Professional Translation Company



Design Flexible Layouts to Account for Varying Lengths of Translations

4

For an in-depth look at these tips in action, visit bit.ly/navcomm