



Translation Matters II:

Short course in Media Localisation and Accessibility

Programme

11-13 September 2026

British Council, 17 Kolonaki square, Athens

Friday 11 September 2026

Time	Session	Title	Notes
Around 17.00 <i>(exact time to be confirmed)</i>	Welcome and meeting	Meeting point at British Council, 17 Kolonaki square, 106 73, Athens Google Map	
17.30 – 18.30 <i>(exact times to be confirmed)</i>	Field trip	Visit to the Museum of Cycladic Art 4, Neofytou Douka street, 106 74, Athens Google Map	Details to be confirmed
19.00 – 20.00 <i>(exact times to be confirmed)</i>	Social activity	Social activity	Details to be confirmed

Note: Participants will need to have their own laptops and headphones for all sessions Saturday-Sunday, as there will be hands-on practice.

Saturday 12 September 2026

Time	Session	Title	Speaker/expert
09.45 – 10.00	Welcome		British Council Greece Centre for Translation Studies, University College London Department of Foreign Languages, Translation and Interpreting, Ionian University
10.00 – 13.00	Dubbing	Introduction to dubbing and cloud-dubbing platforms	Rocío Baños Vilemini Sosoni
13.00 – 14.00	Lunch break		
14.00 – 17.00	Website Localisation	Beyond Borders and Barriers: Localising Accessible Websites	Marga Navarrete Stavroula Vrila

17.00 – 17.30	Coffee break		
17.30 – 18.30	Careers speed dating	Career-oriented talk with lecturers from both IU and UCL (15-minute individual/small group chats)	All lecturers
18.30 – 19.00	Wrap-up	Wrapping up Day 1	All lecturers

Sunday 13 September 2026

Time	Session	Title	Speaker/expert
10.00 – 13.00	Subtitling	Cloud Subtitling Subtitling Humour	Alejandro Bolaños Maria Tsigou
13.00 – 14.00	Lunch break		
14.00 – 17.00	Localisation	Localising mobile apps	Daniela Ford Stavroula Vrila
17.00 – 17.30	Closing	Wrapping up Day 2	All lecturers

Session descriptions

Session title	Description
Dubbing	3 hours This workshop introduces participants to dubbing and a cloud-based dubbing platform. It provides an overview of the dubbing process and the role of translators and adaptors within it, while addressing core principles of dubbing such as naturalness, orality, and the different types of synchrony involved. Working with short clips in English, participants will gain hands-on experience in translating for dubbing into Greek. Discussion points will cover common challenges in English>Greek dubbing, with a particular focus on animation.

	By the end of the session, participants will be familiar with the specificities of dubbing, will have gained practical experience with a cloud-based dubbing platform and will have explored key challenges associated with dubbing from English into Greek.
Website localisation	3 hours This practical and interactive workshop offers a hands-on introduction to product and website localisation. Through real-world examples, participants will explore how digital content is adapted for different markets, languages and cultures. The workshop introduces key concepts such as localisation (L10n), internationalisation (I18n) and globalisation (G11n), while examining the roles and processes involved in localisation projects. Participants will discover why localisation goes far beyond translation, considering adaptations such as currencies, date and time formats, payment methods, images, colours, navigation and culturally appropriate content. They will also learn the principles of web accessibility, understand its importance in creating inclusive digital experiences, and evaluate features such as alternative text, captions, keyboard navigation, clear heading structures and accessible colour contrast. By analysing global brands, localisation successes and common pitfalls, participants will develop practical strategies for creating culturally appropriate, accessible and globally effective digital content.
Subtitling	3 hours This workshop introduces English/Greek professional subtitling using OONA Edu. Participants will gain hands-on experience on spotting, segmentation and line breaks as well as formatting conventions and basic quality control. Step-by-step demonstrations will be combined with guided exercises on condensation and language-specific constraints. Learners will create, edit and review subtitles while being assisted by English/Greek workshop facilitators. By the end of the session, participants will have produced and edited sample subtitles using state-of-the-art subtitling technology.
Localising mobile apps	3 hours This workshop introduces participants to the art of localising mobile apps, including many tips from the presenter who has many years of experience as a mobile app localiser in industry. Following an introduction to this topic, participants will be able to try out mobile app localisation in an interactive workshop.