



From Arabic to Zulu...

**WE SPEAK  
YOUR LANGUAGE.**



**McDonalds Corporation  
Worldwide Convention 2018**

**Case Study**



April 16 - 19, 2018 - Orlando, Florida

Atlas Language Services, Inc. has worked with and supported McDonald's Corporation since 2000. McDonald's Corporation once again requested the support of Atlas Language Services for their Worldwide Convention at the Orange County Convention Center in Orlando, Florida.

AUDIENCE PROFILE	LANGUAGES SUPPORTED (12)	EVENT FACTS
16,000+ McDonald's Owner/ Operators, corporate staff, agencies and suppliers from 119 countries.	French, German, Hebrew, Hungarian, Italian, Japanese, Mandarin, Polish, Portuguese, Russian, Spanish & Turkish	<ul style="list-style-type: none"> <li>• 72 Infrared Radiators/Emitters</li> <li>• 33 Interpretation Booths</li> <li>• 49 Atlas staff</li> <li>• Distribution &amp; Collection of 1,866 receivers with a .0048% loss rate!</li> </ul>

## GLOBAL SESSION

The Global Session is McDonald's largest session filling a 165,000ft<sup>2</sup> (50,300m<sup>2</sup>) room and allowing seating for more than 16,000. McDonalds loves to keep their live events new and intriguing and 2018 was no different. With McDonalds hosting a theater in the round, this amazing stage design that welcomed all attendees proved difficult from a live event standpoint. By utilizing infrared technology, our radiators had to cover every angle and direction in the room to ensure

proper IR saturation for true language inclusion. Furthermore, our team had to work around floating and moving LED lanterns hanging from the truss which would block our line of sight at times; this was a difficult process but the end result for those in attendance was amazing! Our technical team, by utilizing the truss in addition to the catwalk, were able to cover the entire 165,000 ft<sup>2</sup> with clear interpretation signal by using 51 radiators/ emitters.





# SUPPORTING EVENTS

Atlas had the honor of supporting numerous events simultaneously and in conjunction with the Global Sessions. Our team handled four auxiliary events at the Convention Center and six additional events off-site. Events ranged from black tie to team bonding and encouragement.

# CHALLENGES

## PROJECT MANAGEMENT

This event required Atlas to have ALL hands on-site and that does not exclude our leadership team. With our CEO as well as our Director of Conferences & Events; our seasoned Senior Project Management team; Technical team and our Interpretation Project Managers, they were able to meet, discuss and coordinate ALL aspects of the event as well as those unexpected last minute changes and challenges.

## INTERPRETATION

Fortunately, handling this event for 15+ years has significantly helped the Atlas interpretation team. By keeping the interpreters consistent year after year and developing a very thorough glossary, the Atlas interpretation team possess a high level of knowledge regarding industry-specific terminology in both languages. Often, presentations and meetings involve discussions of extremely technical ideas, plans and concepts so that the interpreters need to be familiar with these in order to relay information to the attendees. Interpreters were also required to move long distances within the Orange County Convention

Center within very tight timelines. One such instance was a schedule change that required part of the Global Session interpreters to start in another location at the same time the Global Session was due to finish. Our solution - walk the interpreters to the loading dock and shuttle them to the far end of the convention center via a golf cart while their partner finished the last 10 minutes of the event. This allowed our team to move staff quickly, safely and efficiently with no interruption to either session.

## EQUIPMENT

Sourcing 72 infrared radiator/emitters is always a challenge but having to hang over 50 radiators/emitters for the Global Session was a feat in itself! Taking more than a week, our team of four had to install, hang, test and map out IR signals and patterns to ensure proper coverage. It was a very intensive task with over 2 miles (11,000ft) of BNC cable ran. Add to that, our team installed a total of ten venues utilizing the 33 booths we had onsite. This was both a physical and logistical task! The logistics of various events running concurrent or preceding the McDonald's Worldwide Convention added to the logistical challenge but our team rose to the occasion and pulled this off seamlessly!

# CHALLENGES

## DISTRIBUTION & COLLECTION

Lead by our very own Matt Liska for the 5th time in a row, our team distributed 1,866 interpretation receivers and collected 1,857 with a loss rate of less than ½ of one percent (.0048%)! That is an amazing accomplishment on its own. The headset distribution team is comprised of twelve exceptional individuals speaking 15 different languages! By utilizing barcode technology and proper distribution and collection of each interpretation receiver, our team was able to identify who was in possession of each receiver and the entire distribution and collection process which added to the incredibly low loss rate.

## OUTCOME

We are very thankful to have such a long relationship with the McDonalds Corporation. They push us to be a better company and to constantly provide the highest level of support to their franchisees, corporate staff and vendors. Just as in years past, the Atlas Language Services team had to improvise on-site and solve unusual challenges but truthfully that is the fun of multilingual live events! We love what we do; we love who we work with and we are thankful for those opportunities.









1095 Pingree Road, Suite 112  
Crystal Lake, IL 60014

☎ (+1) 815.479.1600 (worldwide)



161 North Clark Street, 16<sup>th</sup> Floor  
Chicago, IL 60601

☎ (+1) 312.372.1600



Events@AtlasLS.com  
www.AtlasLS.com  
www.EventInterpreting.com