



# GALA 2023 Annual Report

A top-down view of a business meeting with several people in suits gathered around a table. They are looking at documents and a laptop, with one person pointing at a chart. The scene is dimly lit and has a blue tint.

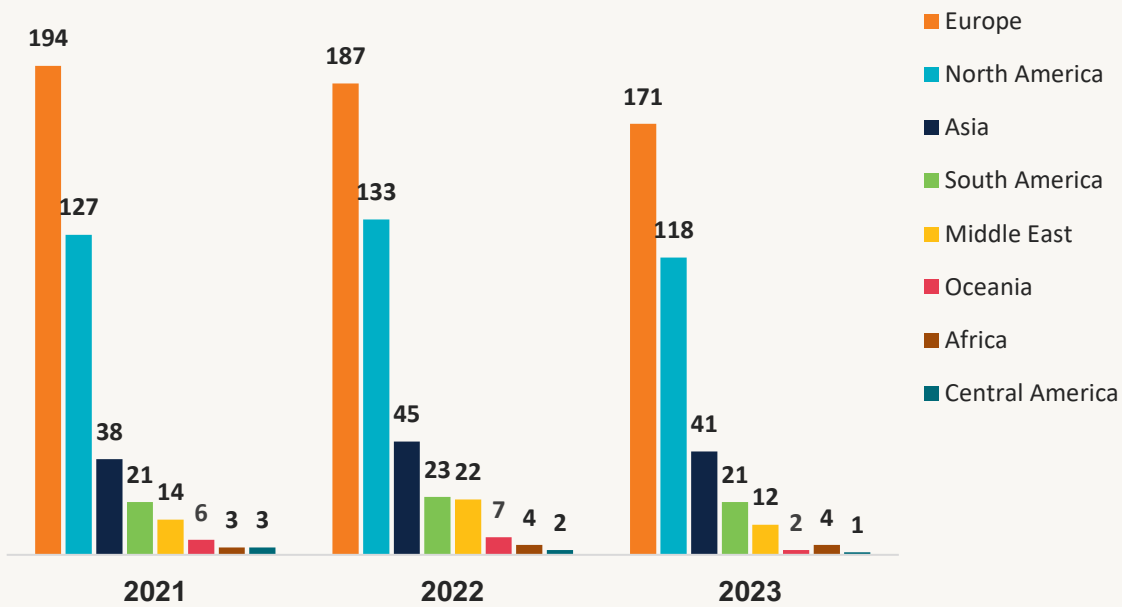
# Membership



# Member Demographics

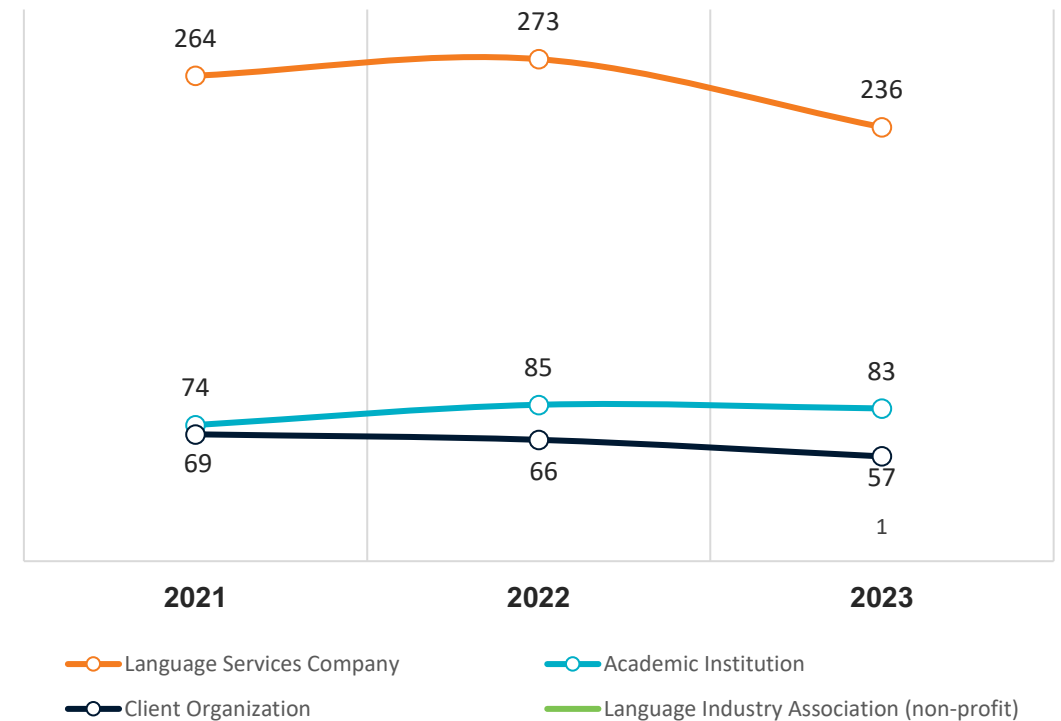
## Region

Total Members by Region



## Stakeholders

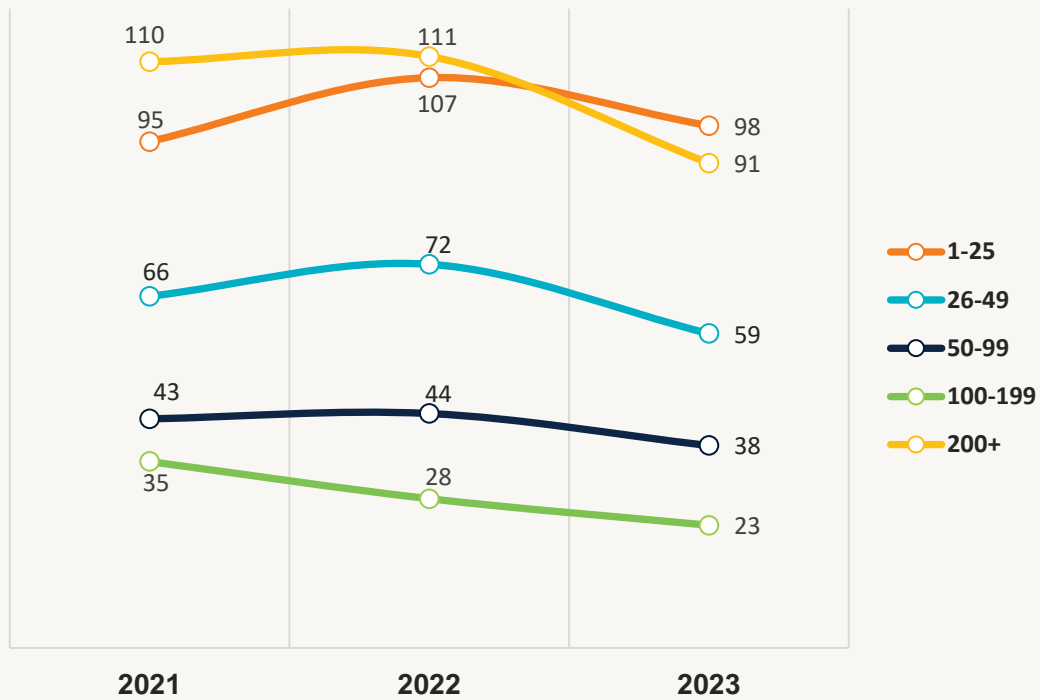
Total Members by Stakeholder Group



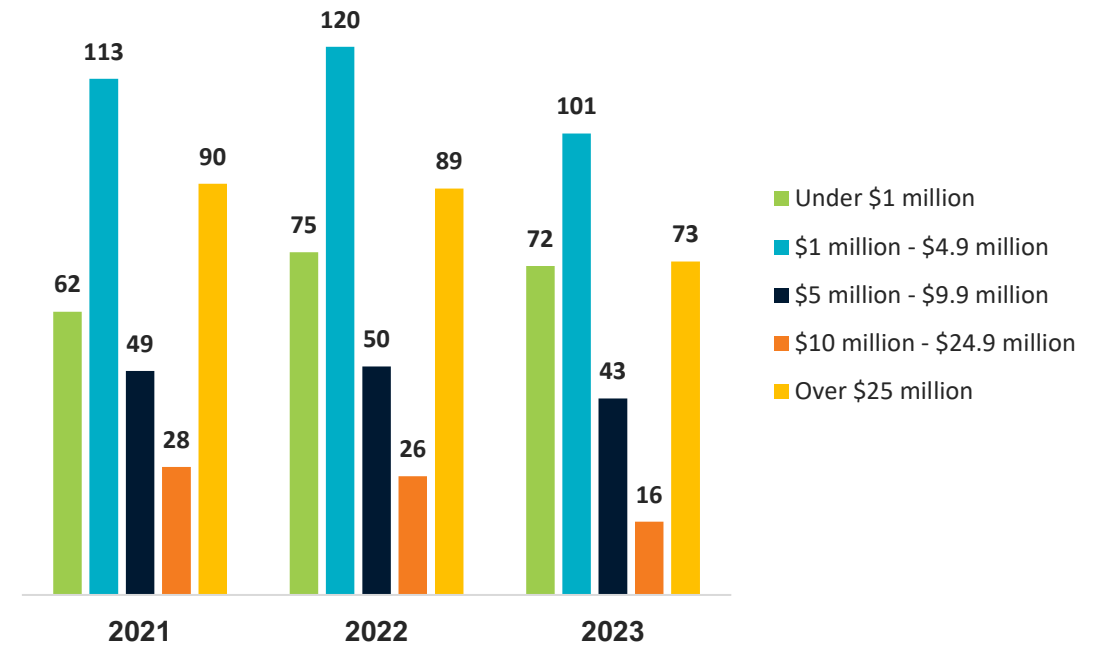


# Member Demographics

## Staff Size



## Revenue Range

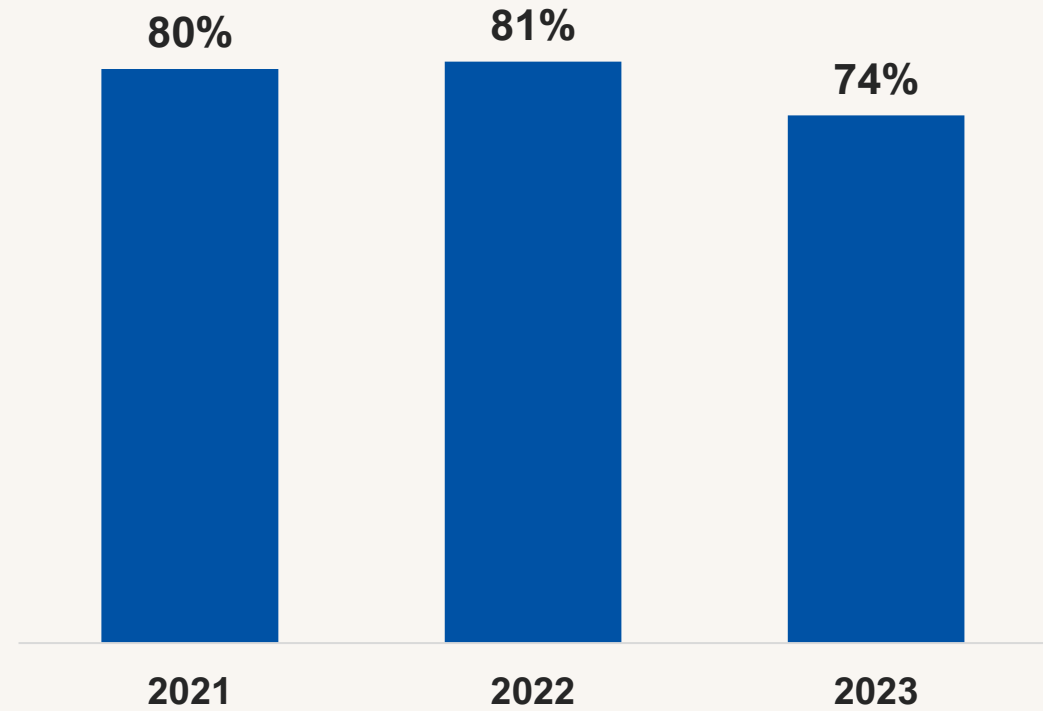






# Renewal Rates

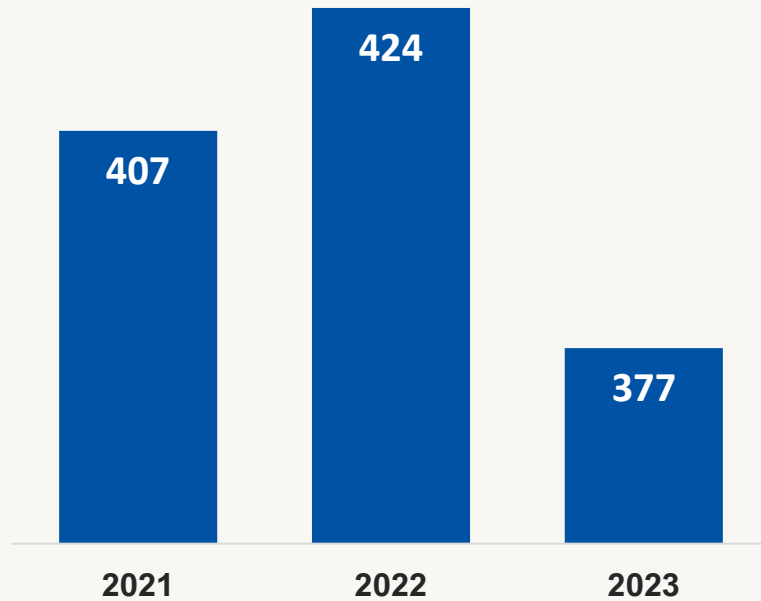
## Overall Retention





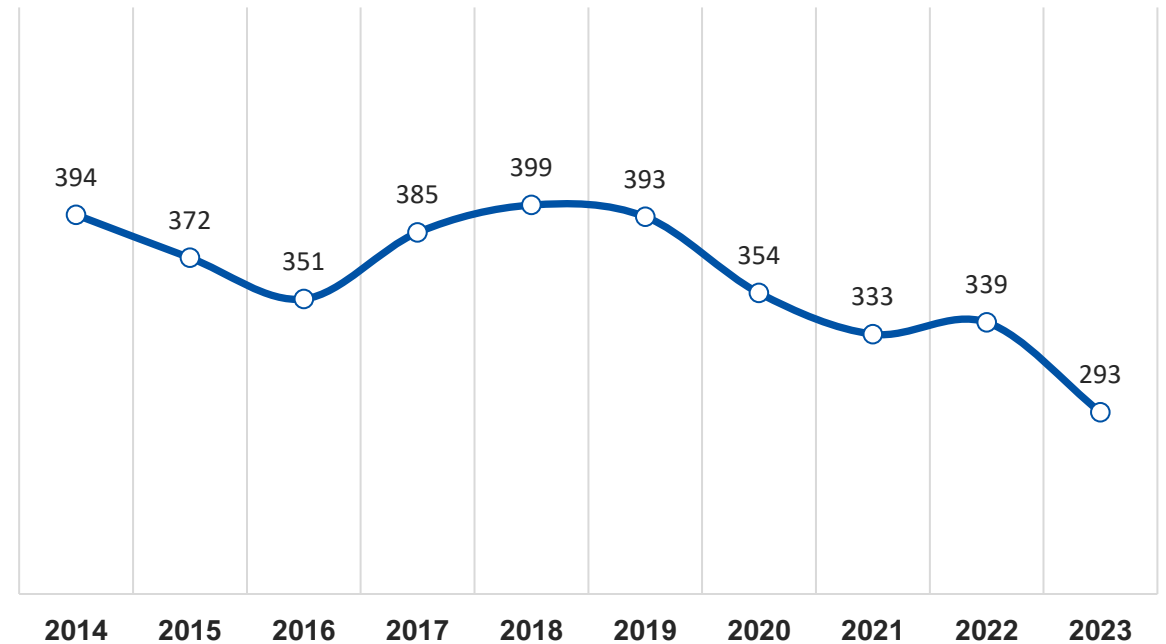
# Number of Member Organizations

Total Members



Total Members = Industry + Academic Members

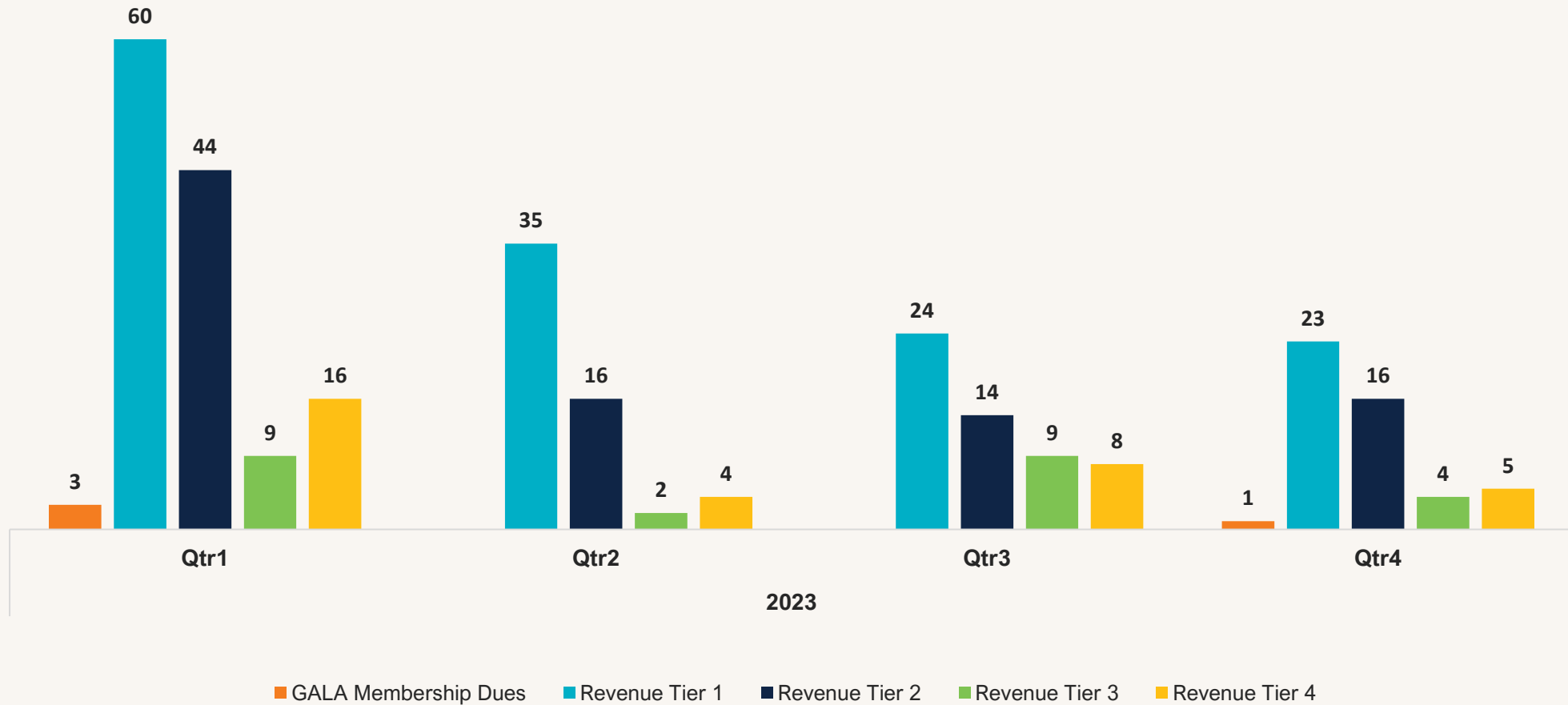
Paying Industry Members



Industry Members = LSCs, Language Technology, and Enterprises



# Membership by Tier





# Programs



# Member Programs

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Articles, videos, interviews

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Webinars and LinkedIn Live

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GALA Academy

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Special Interest Groups (SIG)

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GALA Roadshow

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GALA Innovates

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GALA Networking Events

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Annual Conference

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Volunteer with GALA

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Visibility – Get Noticed with GALA

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Business Barometer Surveys & Reports

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Member Committees

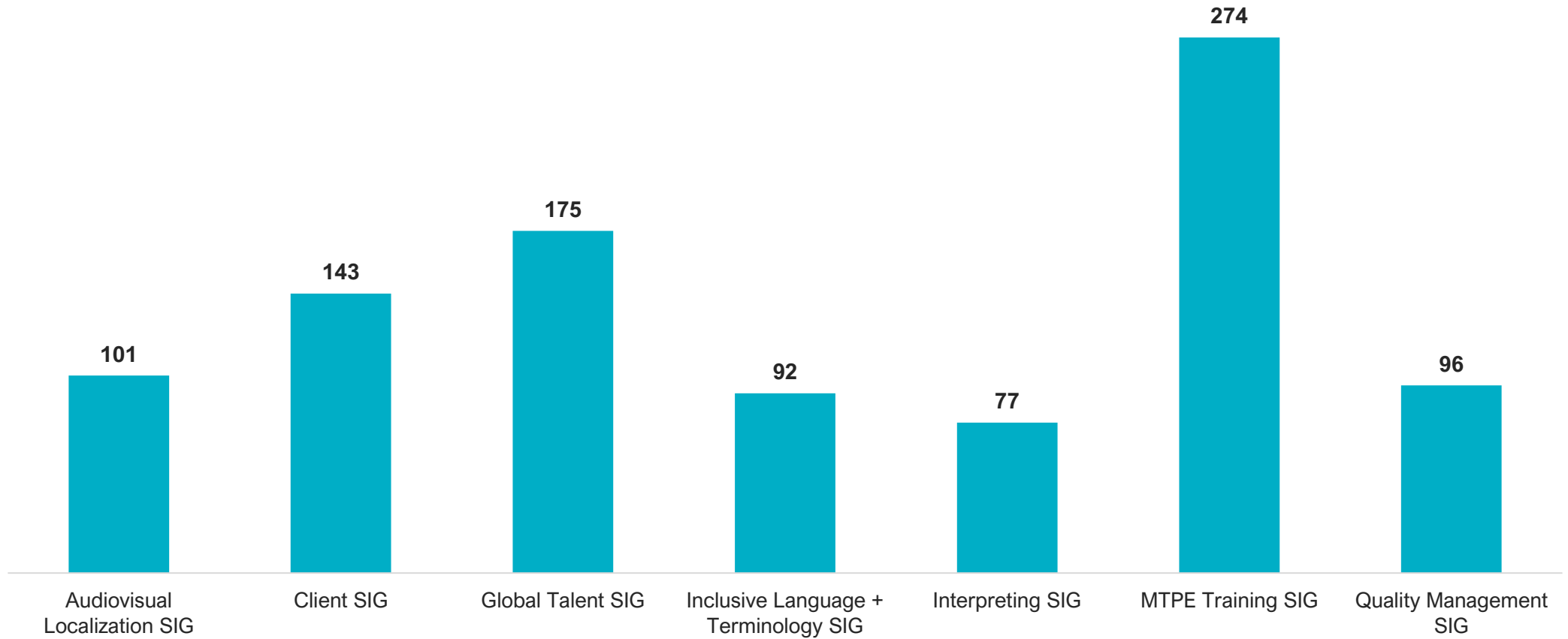


**Programs**

# Special Interest Groups (SIG)



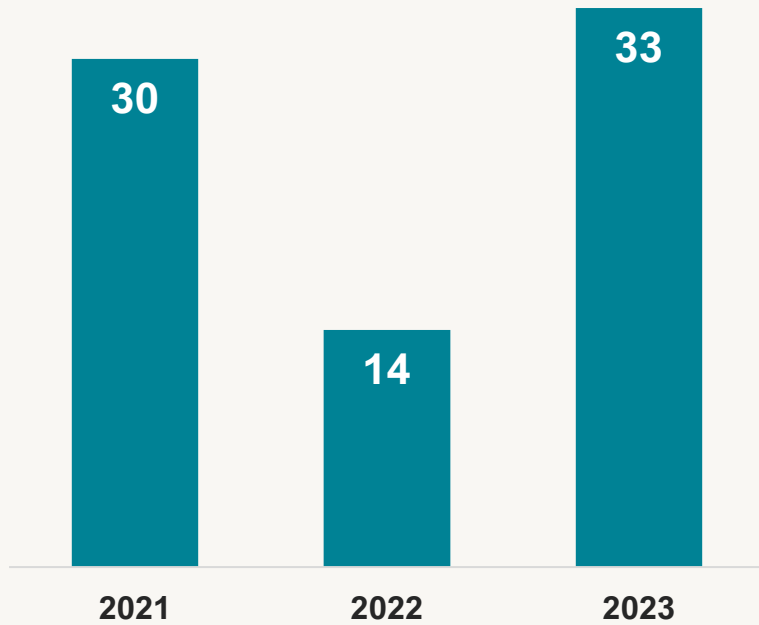
# SIG Membership



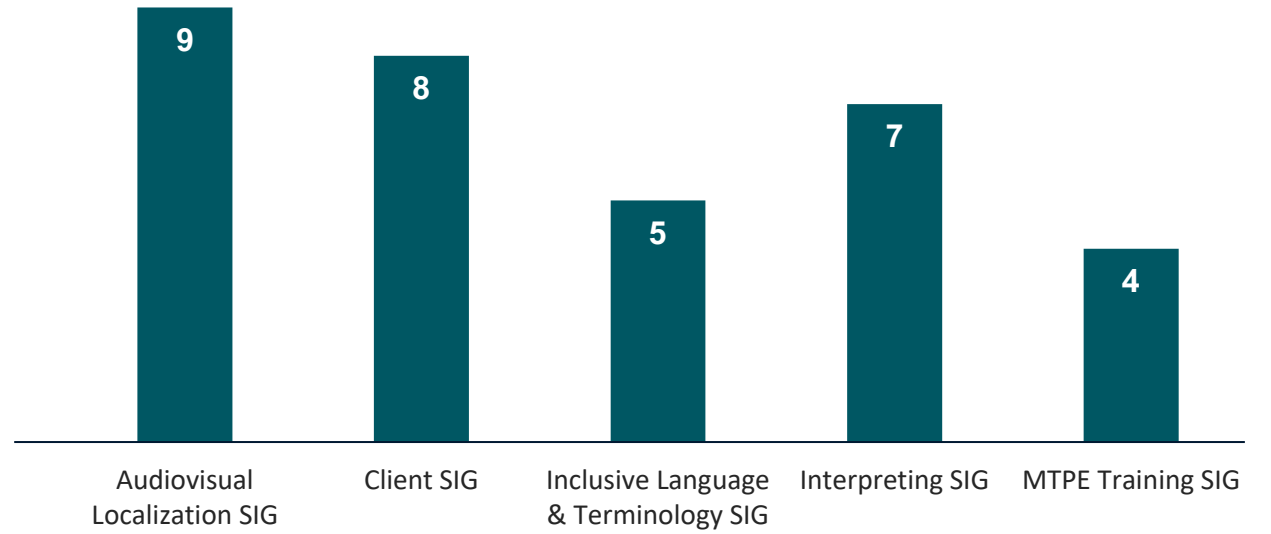


# SIG Events

Total SIG Meetings Hosted by All



SIG Meetings Hosted in 2023, by SIG





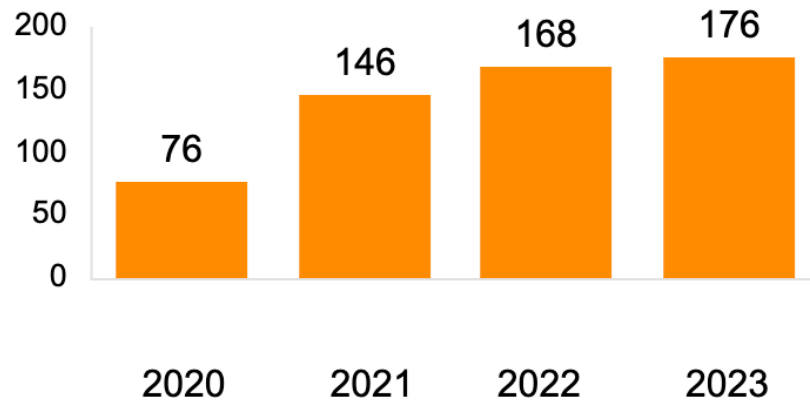
**Programs**

**Website Content**



# Published Content

## Content Publications (YTD)



## Content Published (YTD)







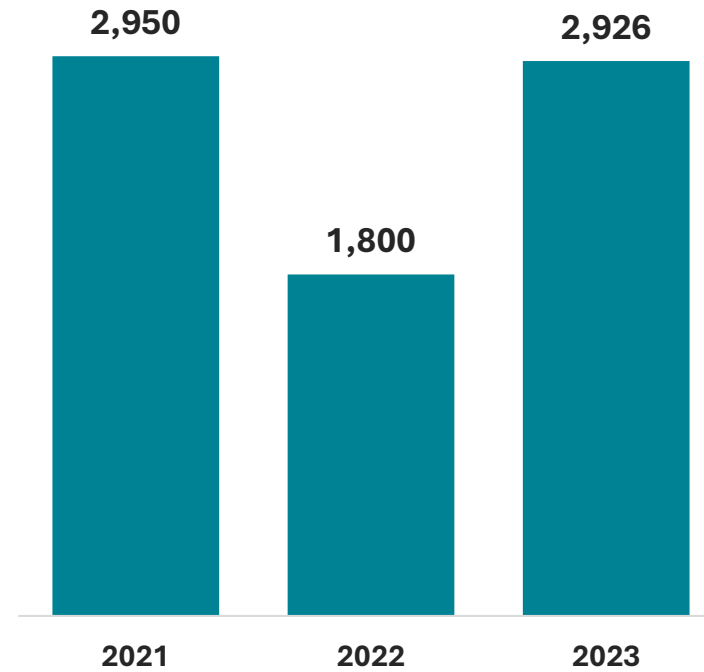
Programs

Webinars





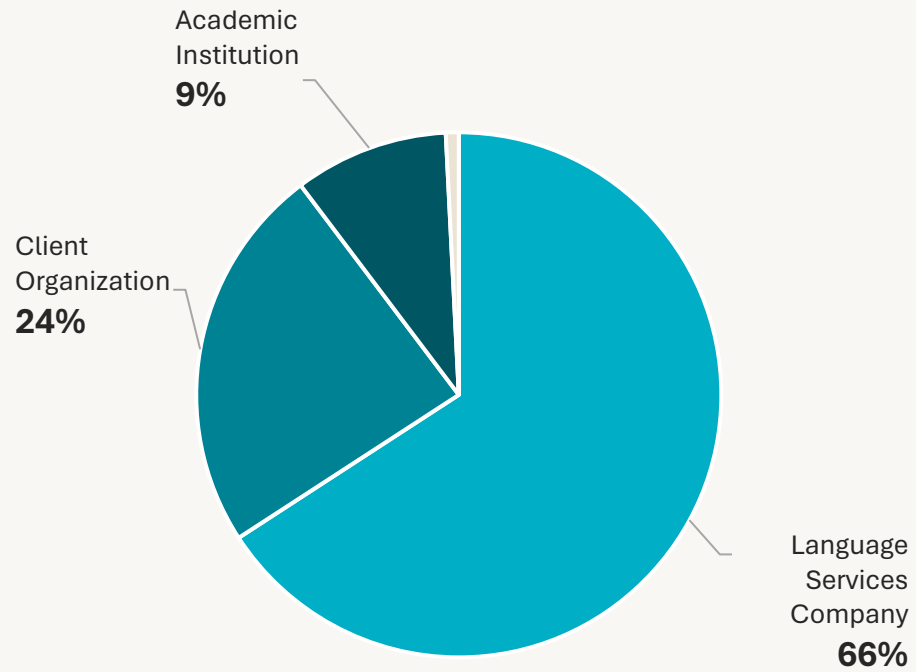
# Webinar Registrations



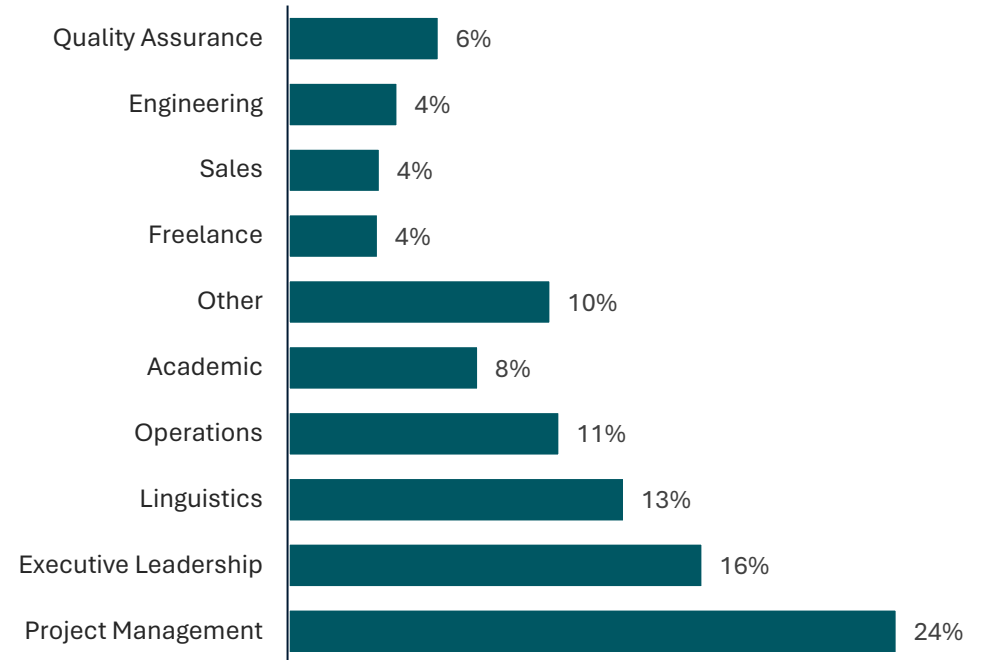


# Webinar Attendee Demographics

### Stakeholder Group



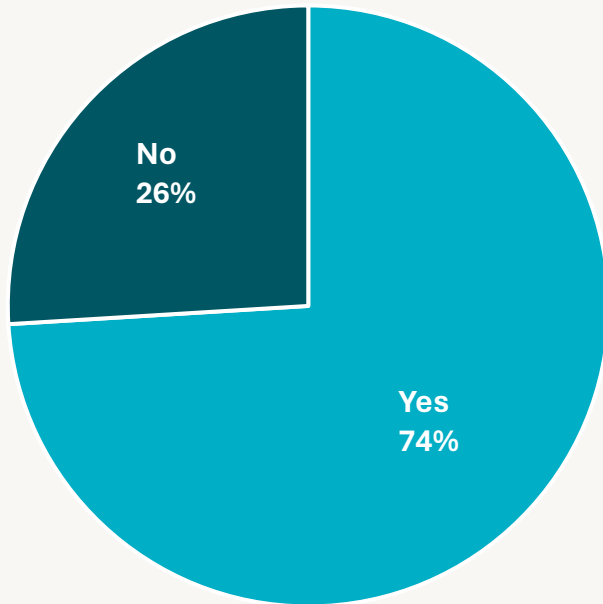
### Job Role



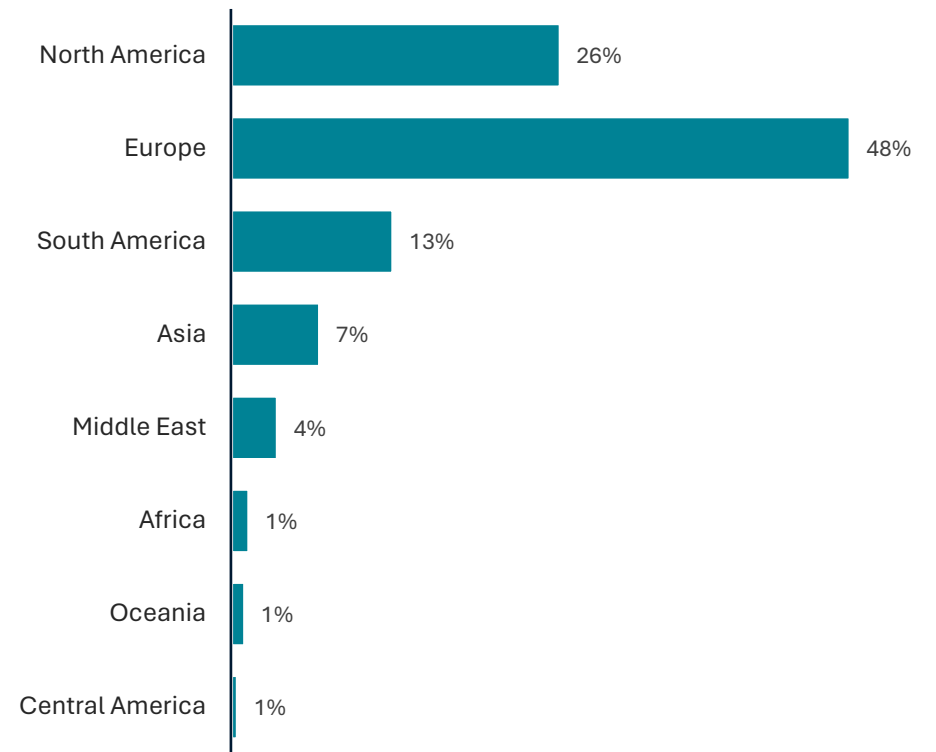


# Webinar Attendee Demographics

### Members vs. Nonmembers



### Region



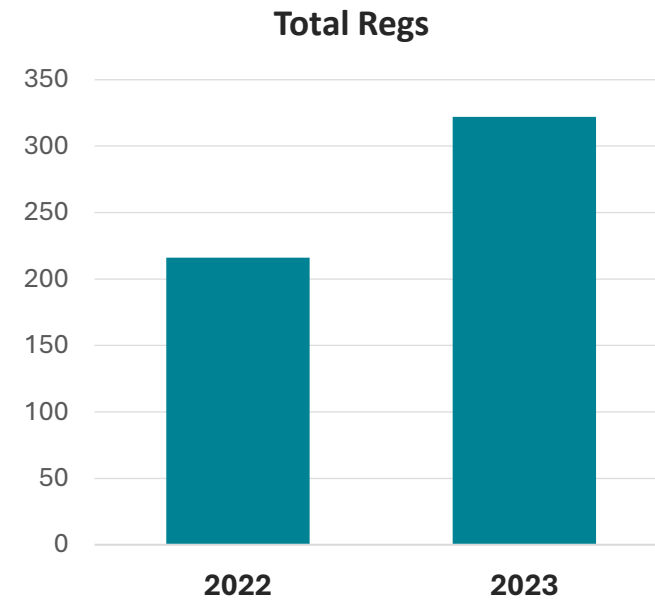


Programs

# GALA Academy



# Academy Registrations







Programs

# Annual Conference



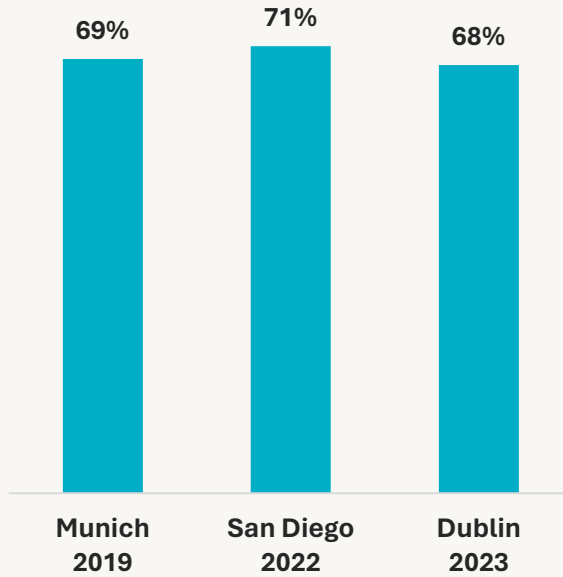
# Total Conference Delegates



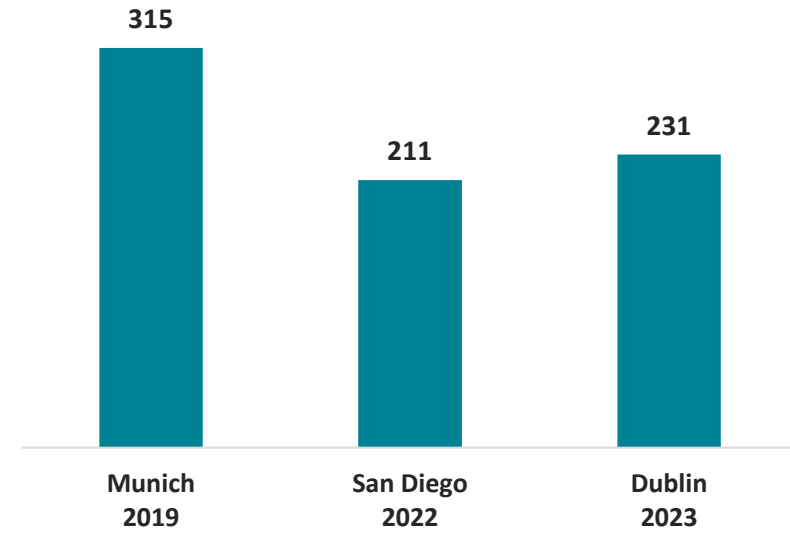


# Conference Delegate Demographics

### GALA Members



### Unique Companies Represented



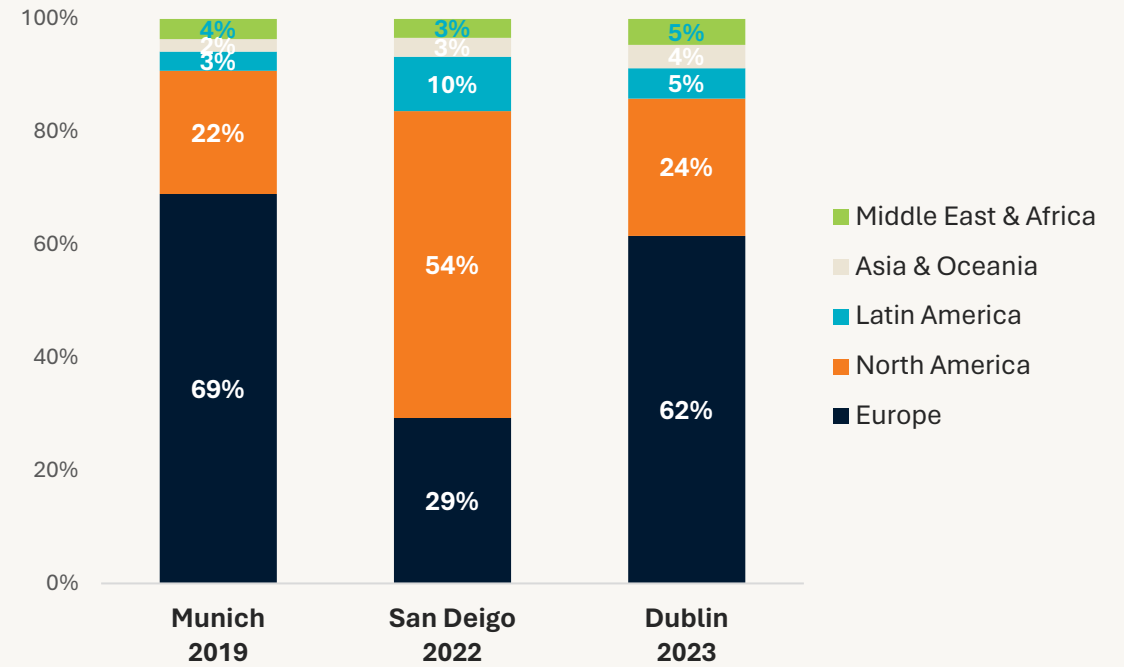


# Conference Delegate Demographics

### Unique Countries Represented



### Regional Distribution





**Programs**




# GALA Networking Events



# Networking Events






## Los Angeles | Going Global

-  Staff in attendance: Allison
-  Co-hosted with Women In Localization
-  35+ in attendance






## Stuttgart | tekomp/tcworld conference

-  Staff in attendance: Isa
-  \$2500 in sponsorships
-  70+ in attendance






## San Jose | LocWorld Silicon Valley

-  Staff in attendance: Allison & Alicia
-  Co-hosted with LocLunch
-  75+ in attendance



## Tokyo | GALA Networking Event

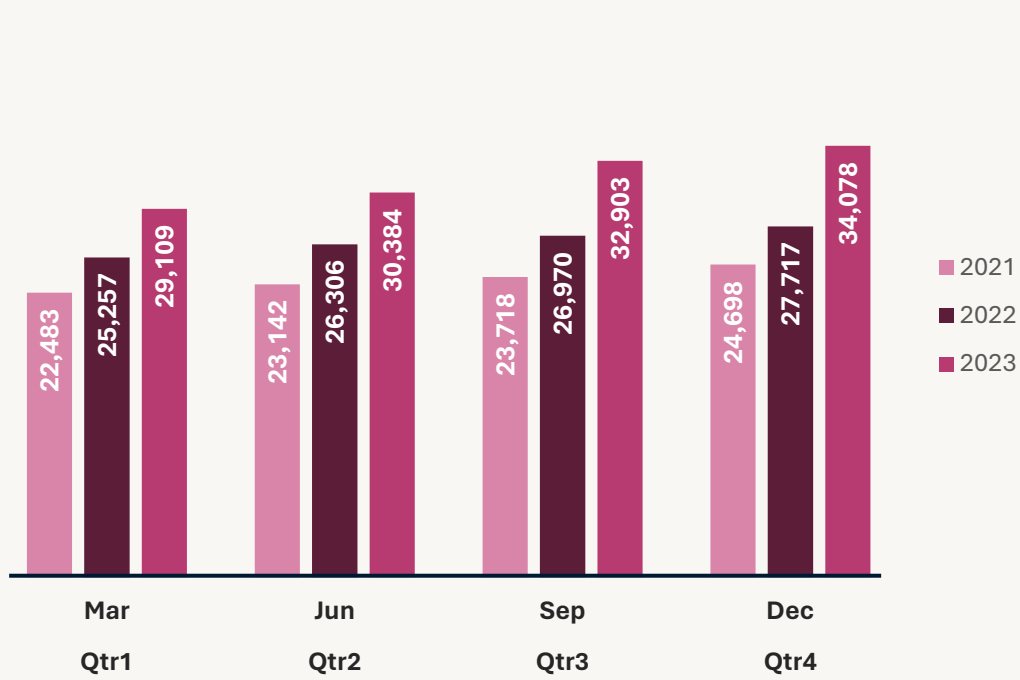
-  Board members in attendance: Shirley, Edith
-  Co-hosted with Women in Localization
-  30+ in attendance



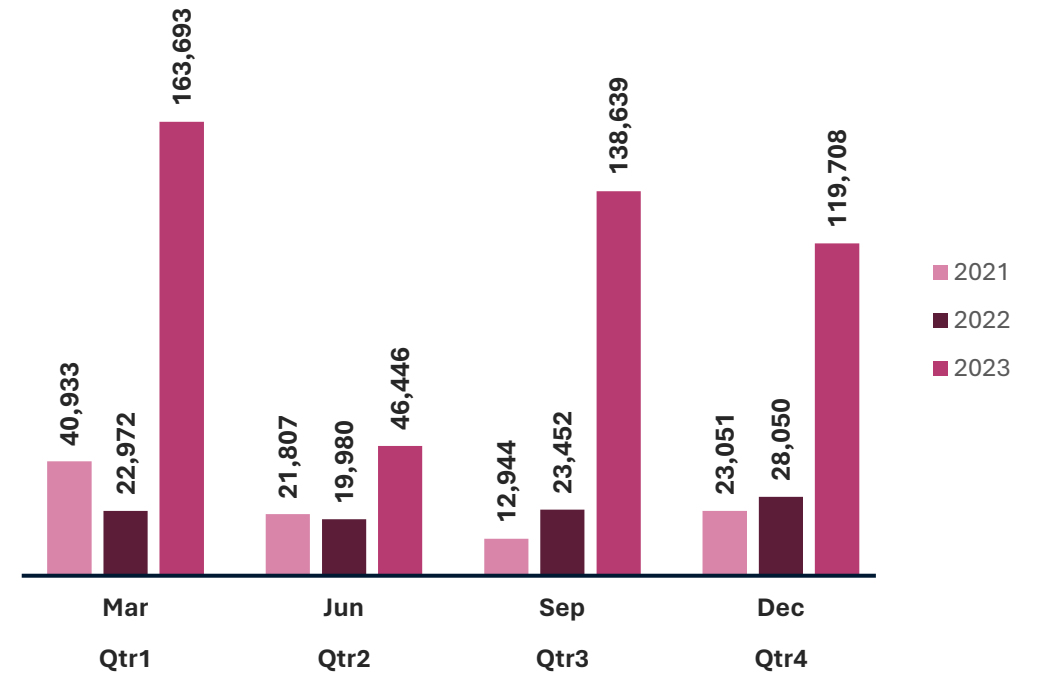
A background image showing a group of business professionals in a meeting, with their hands and arms visible as they work on documents and laptops. The entire image is overlaid with a semi-transparent purple color.

# Marketing & Industry PR

### LinkedIn Page Followers



### LinkedIn Post Impressions





# Competitive LinkedIn Ranking

Page	Total Followers	New Followers	Total post engagements	Total posts
GALA	34,825	6,212	7,439	456
Slator	33,410	4,354	15,614	500
MultiLingual Media	26,878	5,457	9,815	474
Women in Localization	21,827	4,309	7,839	146
Nimdzi Insights	19,753	2,707	9,02	316
LocWorld	9,159	1,381	1,69	71
Association of Translation Companies	8,584	1,403	2,163	218
LocLunch™	7,687	1,469	2,106	284
GlobalSaké —for growth's sake	1,125	244	316	33
EUATC (official)	873	186	61	10



# Operations



**Operations**

**Financials**



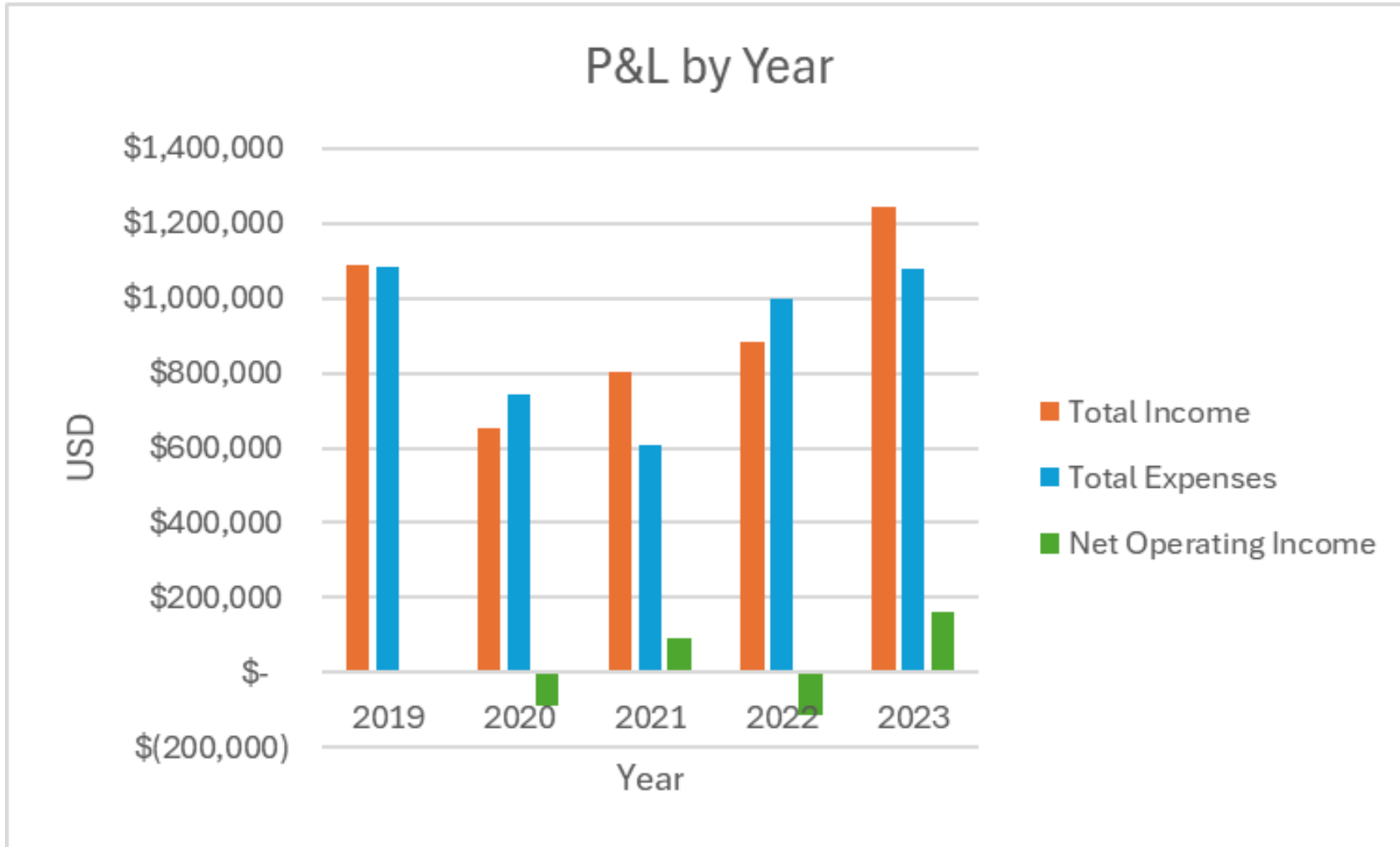
# P&L 2023







# Net P&L by Year





**Operations**

**Governance**



# Board Elections

**10**

**Candidates**

**59%**

**Voting Rate**

# GALA Strategic Priorities:

## 2023-2025



Since the language services and technologies sector continues to evolve rapidly, predictions about the future of the industry are often unreliable. Nevertheless, GALA's volunteer leadership considered many challenges they expect the industry to face in the next three years and prioritized those with strategic importance to the association.

The desire to equip GALA members with the resources needed to navigate change is the bedrock of GALA's strategic priorities. Through its content and programming, and through the GALA community itself, the association will research, inform, discuss, debate, advise, and do its utmost to prepare the membership for what's to come.



### Technology

The increasing application of developing language technologies will impact expectations, capabilities, and roles throughout the supply chain.

#### GOAL

Convey the true value of applied language technologies including those related to artificial intelligence and machine learning and provide a human-centric perspective on best practices, use cases, impacts, and emerging job roles.

#### STRATEGY

Provide current, unbiased information about trending technologies that focuses on realistic outcomes and business impacts. Enumerate and describe the variety of jobs and tasks required of professionals who operate in this evolving industry.

#### TACTICS

- Use cases
- Member data on outcomes
- Job descriptions
- Role-specific training



### Business Landscape

Traditional roles, values, and business models will be upended by margin pressure, technology, and new societal norms.

#### GOAL

Facilitate honest discussion about margin pressure, working conditions, and the traditional translation business model so that problems and solutions can be identified collaboratively.

#### STRATEGY

Create a forum where industry stakeholders can express concerns and collaborate on new ways of working and doing business together while being mindful of the entire supply chain.

#### TACTICS

- Panel discussions
- Round tables. Success stories
- Debates



### Talent

Enrollment in traditional translation programs will decline, requiring a new approach to attracting and developing talent for the language services industry.

#### GOAL

Attract new talent to the global language industry and bridge the gap between what new professionals learn in school and what is expected of them on the job.

#### STRATEGY

Collaborate with other industry organizations to promote careers in the global language industry. Inform educators about the demands of a multidisciplinary, rapidly changing industry. Provide new and growing professionals with continuous professional development on the issues not often covered in school.

#### TACTICS

- Gap analysis
- Career profiles
- Role-specific training
- Academic memberships
- Collaborative PR campaigns



### Industry Impact

Changing consumer expectations will solidify language as a critical component of inclusion and the global language industry must be positioned to help businesses respond.

#### GOAL

Raise awareness about the nature and value of the global language industry and how it helps businesses. Educate and inform professionals in other industries about the essential role of language services in global business.

#### STRATEGY

Develop content that explains our sector's activities and value in terms that outsiders can understand. Evangelize to industries or verticals that are most in need of our industry's services and forge connections with them.

#### TACTICS

- Identify allied or adjacent industries
- Develop content for non-industry personas
- Focus on business outcomes
- Tell success stories
- Recruit new orgs to the GALA community to learn and grow





## EXECUTIVE SUMMARY

GALA had a financially successful year in 2023 thanks in large part to its successful annual conference in Dublin.

Membership numbers continue to decline, reflecting the economic uncertainties of a rapidly changing industry. Losses were balanced by increased revenues from the new tiered membership model introduced in 2023.

GALA continues to deliver excellent member value through its programs and events and sees high degrees of member engagement, particularly in the area of professional development and continuing education.

In 2024, GALA will focus on industry PR and new innovations impacting the globalization sector. GALA will also continue delivering member programs and events that deliver tangible value to those who participate.