

A photograph of the London skyline at night, featuring the River Thames, St Paul's Cathedral, and the Gherkin building, with city lights reflecting on the water.

Welcoming the World

Multilingual communications for the 2012 Olympic and Paralympic Games in London

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Regional Language Network London

Trafalgar Square - July 2005



Image London 2012

1015 and 1048 days to go



Image London 2012

Sport and excitement



Image London 2012

Not just about six weeks ...



Image London 2012

Transforming part of London



Image London 2012

Creating a legacy before and after the Games

- For sport and young people across the world
- For communities
- For businesses
- For cultural life
- For tourism
- For languages?

Languages for the 2012 Games

- Teams from over 200 countries
- 5,000 officials, 20,000 accredited media personnel plus 20,000 non-accredited media representatives
- 2 official languages of the Olympic movement - French and English plus working languages – Arabic, Spanish, Russian and German

Languages at past Games

- Over 1400 volunteer interpreters at the Sydney Games.
- Barcelona Games - four official languages plus fifteen others
- Seoul Games - 5,890 personnel for all languages were designated

Languages at past Games

- The Multilingual Switchboard operated in over 50 languages at the Sydney Games.
- Atlanta Games - 32 issues of the Olympic Village newspaper were translated
- Beijing Games - all Chinese volunteers required to have basic knowledge of a foreign language

Legacy for sport and young people

- International Inspiration since 2008
- Global conversation from 2011
- International Olympic youth camp
- Languages and Film Talent Awards – competition open until February 2010

www.languageswork.org.uk/laftas

Legacy for communities

- 70,000 Games volunteers plus 12,000 City volunteers in London
- ‘Homestay’
- Training camps
- Over 100 languages spoken by the residents of Newham

Legacy for businesses

- Global focus
- Beijing 2008
- Vancouver 2010
- London 2012
- Sochi 2014
- Rio de Janeiro 2016

Legacy for cultural life

- Cultural Olympiad – 4 years
- Stories of the World in 14 regions and 50 museums
- World Shakespeare Festival
- Open weekend – 800 events in July 2009

Legacy for tourism

- Visitors during and after the Games
- Customer service
- Tourist information
- A warm welcome

RLN London

- Supported by the London Development Agency
- 2012 Games as driver
- Promoting language and cultural skills for London's businesses and communities

Welcoming the World

An outstanding welcome for international visitors

- Focus on language, communication interpersonal and intercultural skills
- Training programme and resources
- 200 delegates - 50 companies



Welcoming the World

“Often it is the little things that really count when extending Britain’s warmest welcome. Even a few words in your visitors’ own language, or understanding their culture, gives them the immediate reassurance that one cares for them as individuals.”

Deirdre Livingstone, Visit Britain

Welcoming the World

- Reference guide and cultural briefings online
- Phrasebook in 12 languages
- 70 customer service audio phrases
- One-day training programme
- Training materials
- Train the trainers

www.rln-london.com/welcoming



A legacy for languages?

- Before the 2012 Games
- During the 2012 Games
- After the 2012 Games

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