

EACTS CONFERENCE GOES VIRTUAL AND GLOBAL WITH REAL-TIME TRANSLATION FROM WORDLY.AI



When lives hang in the balance, we want surgeons to have every ounce of knowledge necessary to perform at their best. This is especially true in matters of the heart. Sharing findings, best practices and solving problems with other specialists has long been recognized as the optimal way to raise standards and improve surgical outcomes. The European Association For Cardio-Thoracic Surgery is dedicated to this mission. In 2020, COVID-19 disrupted plans for their annual conference, but also provided a profound opportunity for reinvention and innovation.

“We found out we had to go virtual in May, with the Congress in October,” said Eric Antonisse, CEO at Micemedia, the exhibition consultants and advisors EACTS relied upon for technical event design. “But cardiac surgeons are always at the cutting edge, so to speak. They believe strongly in leading on innovation. We realized this was an opportunity to expand our conference audience by providing an immersive and inclusive digital experience.”

Micemedia had already designed a hybrid event architecture with many exciting, immersive 3-D VR capabilities. Once EACTS committed to going 100% virtual, they realized connecting to a global audience also required real-time translation for all the keynote speakers, panelists, and breakout sessions. “The global reach of virtual was no use without translation. A lot of those people do not speak English. EACTS wanted to bring education to a lot of people who had no access at all.”

REQUIREMENTS:

- Provide real-time translation into a dozen languages around the clock
- Accurately translate complex medical terminology
- Deliver a seamless, easy-to-use translation experience for presenters and attendees

SOLUTION:

- Wordly Language on Demand
- Real time translation & captioning of speech into 16 languages powered by AI
- Customizable glossary for increased accuracy of specialized terms and names.
- Both audio & text accessible built into event platform
- Hyperfair platform used for VR conference hall and 9 breakout rooms

BENEFITS:

- Faster, easier, more scalable and efficient than human translators
- Delivered high accuracy for medical terminology
- Improved accessibility, inclusivity for global medical professionals with limited or no English proficiency
- Made sharing knowledge with a global audience achievable

“Wordly provided translation for over 1,000 presentations at EACTS’ virtual annual conference.”

–**Eric Antonisse**, CEO of Micemedia, digital conference designer for EACTS

EACTS had never used translation for their conferences previously, but felt strongly that it was mandatory for their expanded global virtual conference. Logistically, human interpreters did not make sense. “We wanted to run content around the clock to cover many time zones. This would require many languages for interpretation.

Eric Antonisse noted, “Wordly was the very first translation solution we could validate that was usable. We had tried it at the IBTM conference in November 2019. We knew it was up to the job.” MiceMedia used Wordly with Hyperfair virtual conferencing content management for an immersive, inclusive environment.

Wordly leverages natural language processing, machine learning, and several innovative breakthroughs to capture spoken language with unparalleled accuracy. Wordly then transcribes and translates text as desired with low latency. Uniquely, Wordly provides a continuous real-time translation stream in multiple languages simultaneously.

Wordly currently delivers “Language on Demand” in Arabic, Bengali, Chinese Simplified, Chinese Traditional, Dutch, English, French, German, Hindi, Italian, Japanese, Korean, Portuguese, Russian, Spanish, and Tamil.

WHY WORDLY?

Antonisse carefully considered the needs for EACTS 34th Annual Conference. “Our requirements were significant. We needed a scalable translation solution to deliver more than 1,000 presentations from 9 breakout rooms. We were rerunning our content in 12-hour blocks staggered across time zones from Paris, New York and Beijing to get the most attendees during their prime time hours. It had to be an automated and easy-to-use translation solution. To convey medical terminology accurately required a customizable glossary. Wordly provided all of that.”

ORGANIZATION OVERVIEW

The European Association for Cardio-Thoracic Surgery (<https://www.eacts.org/>) was founded in 1986 to advance education in the field of cardiac, thoracic and vascular interventions; and promote research into cardiovascular and thoracic physiology, pathology and therapy. Membership has now spread all over the world with 4000 active members including surgeons, perfusionists and allied health professionals. The EACTS Academy, Journals, Quality Improvement Programme and Annual Meeting facilitate continuing improvement of outcomes in cardio-thoracic surgery.

[MiceMedia.nl](https://www.micemedia.nl) has been designing and producing events for EACTS since 2015.

RESULTS

EACTS had tempered expectations for their first virtual event, but handily exceeded them. Antonisse noted, “Paid attendance for our digital conference increased substantially over our prior physical conferences. Providing real-time translation into 15 languages with Wordly was a significant part of our 50% attendance growth.”

Overall, EACTS and their advisors at Micemedia benefitted from having an ambitious plan, carefully executed. Antonisse explained, “Converting from a physical conference to an immersive 3-D digital conference introduces a great deal of new technology for the conference planners. Everything touches technology. Integration and testing become more important. Wordly real-time interpretation was straightforward to integrate and well received by our attendees.”