

Localization Manager

online course

LOCALIZATION MANAGER

OVERVIEW

Learn what it takes to be a successful Localization Manager. This course covers stakeholder management, workflow design, vendor selection, quality assurance, and localization strategy. Gain hands-on experience with industry tools, managing budgets, and optimizing localization processes to align with business goals.



CURRICULUM

SESSION

1

THE ROLE

JUN 16

Explore what a Localization Manager does and how the role differs from other positions in the industry. Learn how to set expectations, define responsibilities, and communicate the value of localization to stakeholders.

SESSION

2

STAKEHOLDERS

JUN 17

Learn how to collaborate with key stakeholders and manage relationships with LSPs. Explore strategies for setting expectations, resolving conflicts, and creating internal resources to support localization efforts.

SESSION

3

WORKFLOWS

JUN 18

Understand the different types of localization workflows and how they fit into the content lifecycle. Learn how to map processes, optimize collaboration between teams, and identify opportunities for automation and efficiency.

CURRICULUM

SESSION

4

TECHNOLOGIES

JUN 19

Explore the tools that power localization, from TMS and CAT tools to design and support platforms like Figma and Jira. Learn how AI and automation are shaping the future of localization workflows.

SESSION

5

PROJECTS

JUN 20

Learn how to prioritize content, manage translation assets like glossaries and TMs, and implement efficient workflows. Explore tools and processes to streamline project management and ensure consistency across languages.

SESSION

6

QUALITY

JUN 23

Understand the difference between quality assurance and quality control in localization. Learn how to manage linguistic and functional testing, assess risk, and determine the right level of quality for different types of content.

CURRICULUM

SESSION

7

GROWTH

JUN 24

Learn how to identify market opportunities, assess localization needs, and plan for a successful market entry. Explore key factors like time to market, testing, and long-term maintenance strategies.

SESSION

8

BUDGET & DATA

JUN 25

Learn how to track localization expenses, structure data, and measure success with key OKRs and KPIs. Explore best practices for budgeting and identifying opportunities for cost optimization.

SESSION

9

STRATEGY

JUN 26

Discover how to create a localization roadmap that aligns with business goals. Learn how to prioritize initiatives, centralize efforts, and advocate for localization within your organization.

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CURRICULUM

SESSION

10

FINAL PROJECT

JUN 27

Put your knowledge into practice by creating a localization strategy or conducting a localization audit. Apply key concepts from the course to solve real-world challenges and present your findings.

LOCALIZATION MANAGER

LIVE COURSE

Join us for the first and only live cohort of the LM course. Please review the following details before enrolling:

- The course runs from **June 16** to **June 27**
- This will be an interactive course delivered entirely **LIVE** over Zoom
- There are **10 sessions** total – Monday to Friday
- Each session will start at **6:00 pm CEST** time (9:00 am PDT)
- You'll get **2 hours** each day with your instructor Teresa
- We will **record** every session in case you can't make it
- Learn by doing with over **10 exercises**
- Limited spots available

The current price is **\$697** per person, but act fast – the price will go up to \$997 before the course starts.

To secure your spot in this course, simply click the *Enroll now* link on the next page. You'll be directed to Stripe, where you can complete your payment. Once your payment is processed, we'll contact you within 24 hours to confirm your participation.

If you're not satisfied with the course, you can cancel by the end of the third session (Jun 18) and get a *full refund*.

THANK YOU!

for considering our course

[Enroll now](#)



LOCALIZATION ACADEMY