

# Product Internationalization

live course

PRODUCT INTERNATIONALIZATION

# OVERVIEW

Dive deep into the strategies and practices of product internationalization. Our course equips you with the skills to implement best practices, enhance product design for global markets, and align your company's objectives with international growth. Learn to optimize product localization and identify blockers and opportunities for market expansion. Through hands-on exercises and real-world examples, you'll gain the expertise to drive successful internationalization and deliver exceptional global user experiences.



# CURRICULUM

SESSION

1

## MAIN CONCEPTS

SEP 25

Understand the importance of internationalization and the different needs based on content type. Learn how effective internationalization can enhance revenue, market expansion and user experience.

SESSION

2

## CORE PRINCIPLES

OCT 2

Explore key principles and tools for product internationalization, including Unicode, debugging, and key naming conventions. Develop foundational knowledge for global product readiness.

SESSION

3

## ADVANCED TECHNIQUES

OCT 9

Deep dive into advanced internationalization techniques such as handling variables, UI design, and pseudo-localization. Understand the integration of these practices into product development.

# CURRICULUM

SESSION

4

## TEAM ADOPTION

OCT 16

Learn strategies to bring internationalization into your team or client. Align internationalization objectives with company goals using OKRs and KPIs. Enhance your team's efficiency and global reach.

SESSION

5

## FINAL PROJECT

OCT 23

Complete an end-of-course project to apply your knowledge in a practical assessment. Learn how to showcase your internationalization skills on your CV and LinkedIn.

PRODUCT INTERNATIONALIZATION

# LIVE COURSE

Join us for the first live cohort of the Product Internationalization course. Please review the following details before enrolling:

- The course runs from **Sep 25 to Oct 23**
- This will be an interactive course delivered entirely **LIVE** over Zoom
- There are **5 sessions** total every Wednesday
- Each session will start at **6:00 pm CEST** time (9:00 am PDT)
- You'll get **2 hours** each day with your instructor
- Learn by doing with over **5 exercises**
- We will **record** every session in case you can't make it
- Limited spots

The current price for the course is **\$497** per person. Enroll now to take advantage of the early bird offer before the price increases (final price \$997).

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 second session (Oct 2) and get a **full refund**.

# THANK YOU!

for considering our course

[Enroll now](#)



LOCALIZATION ACADEMY