CALL FOR PROPOSALS: ALCA ANNUAL CONFERENCE 2026

Theme:
Turning Change into Growth in the Age of Automation

August 27 - 28, 2026
Accra, Ghana

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The Association of Language Companies in Africa invites applications for presentations, panels, and workshops under the theme: Turning Change into Growth in the Age of Automation.

We seek submissions that offer actionable strategies, case studies, and quantitative insights into how Language Service Providers in Africa can leverage automation to achieve measurable business growth. ⟶

Subtheme 1:
Scaling Revenue and Market Share through Automation

We invite submissions that address:

- Revenue and Turnover Growth: Demonstrating how automation leads to a larger, more regular Turnover (TO), signaling business stability and the capacity to attract investors required for scaling business operations.

- Market Share Expansion: Presenting clear methods where automation enables LSPs to offer globally competitive pricing and speed, resulting in capturing a larger client base and achieving performance objectives.

- Quantifiable Customer Savings: Providing proof points that directly address client benefit, showing exactly how automated workflows translate into measurable savings for the customer, thereby accelerating business objectives. ⟶

Subtheme 2:
Securing Stability and Investment in the Automated Future

We invite submissions that address:

- Regulatory Adaptation: Analyzing how LSPs can navigate global and national regulations regarding data privacy and AI deployment, ensuring compliance while still achieving the agility and speed that automation promises.

- Attracting and Retaining Resources: Developing HR and Vendor Management policies and training programs that prepare teams to work with automation, ensuring the company can afford the best teams and resources in this new landscape.

- Driving Policy Advocacy: Proposals addressing the required policy frameworks (e.g., local content quotas, tax incentives for tech adoption) that enable LSPs to afford the best teams and resources and compete fairly with international entities. ⟶

Subtheme 3:
Building Brand Trust and Perceived Value with Responsible Automation

We invite submissions that address:

- Ethics in the African Context: Exploring the specific ethical considerations for deploying automation tools that handle Africa's diverse languages and cultures, ensuring the technology reflects and respects local nuances.

- Building Brand Association and Trust: Strategies for establishing high ethical standards (e.g., data security, fair pricing) that foster a strong Brand Association with reliability, making the services easy to sell even when clients are new to outsourcing or automation.

- Responsible AI Use and Value Perception: Showcasing methods for transparently and ethically deploying MT/AI to ensure client needs are met without compromising quality, thereby maintaining high client perceived value and ensuring the solution truly solves the pain point. →

Subtheme 4
Professional Value: Empowering the Language Workforce through Automation

We invite submissions that address:

- Skill Advancement and Net Worth: Strategies for integrating language professionals into roles like AI training, quality assurance oversight, or prompt engineering. Focus on how the company's growth directly adds to the language professionals net worth through valuable, future-proof skills acquisition.

- Interpretation Service Innovation: Showcasing how LSPs can leverage Remote Simultaneous Interpretation (RSI) platforms to create new jobs, expand their service reach, and increase Turnover, while maintaining quality and ethical standards. ⟶

Session formats:

- Panel Discussion (60 minutes): A moderator leads 3-4 experts in a discussion on a single subtheme.

- Individual Presentation (30 minutes): A traditional, single-speaker presentatio

- Fireside Chat (45 minutes): An informal, seated conversation between a moderator and a high-profile expert

- Hands-on Workshops (60-90 minutes): Intensive, small-group sessions where attendees use their laptops to practice a specific skill.

- Demonstrations/Tech Showcase (20-30 minutes): A facilitator or vendor shows a specific tool or solution. ⟶

Apply now:

https://forms.gle/5fgnpVMYqD37koY1A

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