

Localisation Planning Checklist

A practical To-Do list for learning agencies delivering across multiple markets

Delivering learning across multiple regions can quickly become complex. Timelines tighten, expectations grow, and localisation can often introduce challenges that haven't been factored into project plans.

A bit of early planning makes delivery smoother, helps you scope more effectively, and avoids unnecessary pressure further down the line.

How to use this planning tool: Use this checklist to sense-check your approach before anything is locked in.



LANGUAGES

01

- ☐ Which languages are required, and why?
- ☐ Are all regions of equal priority, or are some more strategically important than others?
- ☐ Do any markets need regional variants, e.g. Latin American vs European Spanish, Traditional vs Simplified Chinese?
- ☐ Have local market contacts been identified who can support review and sign-off?



CONTENT TYPES AND SENSITIVITY

02

- ☐ What formats are involved? (eLearning modules, video, PDFs, assessments)
- ☐ What authoring tool has the content been built in, if digital learning?
- ☐ Does everything need to be localised, or will some elements remain in English, for example video on-screen text?
- ☐ Are source files available, editable and ready to work with?



CULTURAL FIT

03

- ☐ Will the content land well across all target markets?
- ☐ Are any examples, visuals or references too region-specific to translate directly?
- ☐ Does the tone need to change depending on the audience or region, for example more formal in some markets?
- ☐ Are there any acronyms or mnemonic devices that need to be adapted, or should they stay in English?



FORMAT AND PRODUCTION

04

- ☐ Do you need voiceover, subtitles, or a mix of both?
- ☐ Does video on-screen text need translation?
- ☐ Are there any custom-built elements, such as mouseover text or custom labels?
- ☐ Are there any interactive elements that might be affected by right-to-left languages?



TIMELINES

05

- ☐ What is the final deadline that has been communicated to the client?
- ☐ How many review periods need to be factored in? How long are each of these reviews?
- ☐ Do we need to leave room for testing after delivery ahead of launch?



AI USE

06

- ☐ What are the client's expectations regarding AI/automation?
- ☐ Where is human input critical (tone, brand, complexity)?
- ☐ Is the approach aligned with the level of risk in the content and has this been communicated to the client?



DELIVERABLES

07

- ☐ Do you need to share the editable files, as well as the published SCORM files with the client?
- ☐ If we are publishing a SCORM, what are the publish settings required?
- ☐ Do you need a separate SCORM per language, or a multilingual SCORM with a language selector?



ONGOING UPDATES

08

- ☐ Will the content need to be updated on a regular basis?
- ☐ How will changes be managed across multiple languages?



Key takeaway

Most global learning challenges don't come from translation itself, but from when and how it's planned.

Getting a few of these decisions right early on helps you scope more confidently, manage client expectations, and deliver more smoothly.

👉 **If it's ever helpful to sense-check anything at an early stage, especially when shaping a proposal, we're always happy to take a quick look.**

