



An Eyeful Case Study

**OBJECTIVE: TO PROVIDE END-TO-END
CONFERENCE SUPPORT FOR PRESENTATIONS
AND PRESENTERS THAT WOULD ENSURE A
REAL ROI FOR THEIR EVENT**



5 MINUTES

THE BACKGROUND

Our client is a multinational provider of Business Process Management solutions headquartered in Germany. With a diverse portfolio of services which need to be communicated both internally and externally,

there was a real need for them to link with a presentation specialist who could provide both proactive, long term, input and rise to the challenge of tight timelines on a global scale.



THE CHALLENGE

As is often the case, the client initially contacted us with an urgent conference deadline. With an event looming they had reviewed their presentations and felt that there was room for improvement.

They had previously used an agency to help with the look and feel of their presentations but were looking for someone who could support them throughout the whole process from concept, through storyboard and design, to delivery.

This included supporting their presenters through rehearsals and providing them with an honest critique regarding messaging and structure.

This project involved working with the client at board level from day one and was a real test of applying our Presentation Optimisation™ Methodology within very tight parameters and timelines.

THE EYEFUL SOLUTION

Firstly we addressed the matter in hand, ensuring that their conference presentation was as good as it could be. The good news is that it went down very well. So well, in fact, that since that initial fast turnaround we have worked with this prestigious client on numerous projects in Europe, North America, South America and Australia.

But our support hasn't ended with PowerPoint.

Over the last six years we have also developed a series of self-running web presentations known by the client as 'three minute explainers' incorporating animation and, in conjunction with our sister company, Earful, provided voiceovers.



THE RESULT

Our client is a company that looks for suppliers who can respond quickly and effectively to the needs of their business and we have proven that we can deliver to their high standards and exacting timelines again and again. We have built excellent relationships with senior management across the entire business and we're very proud to be their 'go to' presentation experts.



THE RESPONSE

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“Eyeful has consistently proved their ability to meet tight timelines, whilst still providing excellent service, again and again. Their range of services has enabled us to maximise our ROI on presentations whilst dealing with people that we know and trust”.

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VP Marketing

