



OLD WORKS WITH NEW

High tech or low tech, presentation products are simple but effective!

BY JANE SMITH

Even the most high tech presentation is not complete without the simple but effective products like flipchart pads and markers! And, if your customer's budget is a little tight then remember they don't have to spend a fortune on expensive gadgets to be equipped to give a slick professional presentation.

Robin Craigie, Marketing Manager at Edding UK commented 'It is true to say that there is major growth in interactive media for the vis-comms market and more heavy investment is expected from both the private and public sectors. However, we still rely on supporting new technology with traditional presentation products.'

3M concur with Pen Terrell, Product Manager for 3M Visual systems telling us that 'Research confirms that over 50% of meetings have more than one medium and overhead projectors still remain the most popular. It is common to run an overhead projector alongside multimedia. Feedback from our customers reveals that multimedia and

overhead systems tend to be complementary rather than competitive'.

A new look

So that's projection equipment but what other products could be considered for a professional presentation and what opportunities does this present for you.

Well first off there are the consumables for the traditional OHP machine. The overheads themselves and maybe some kind of protection and/or storage system for them if the material is to be reused such as 3M's Flipframes and Presentation Assistant.

Next for the flipchart easel, pads and pens. These are invaluable for quick note taking or brainstorming where the presentation or meeting is interactive. There are some elegantly styled, chic looking products to choose from and nowadays the styling is more like a piece of furniture than an eyesore in the corner. For example Legamaster's Silvertec & Pure from Edding or Dahle's new Serco Flip Chart

Easel - it glides up and down so that you don't even have to bend to use the whole pad!

And just a little tip, always ask whether your customer would like some blu tack. If they want to hang flipchart sheets around the room to view and they're not using 3M's meeting charts then they'll be glad of the prompt. Of course, if your customer wants to take copies of the notes to hand out to attendees then it might be better to sell them an interactive whiteboard. Quite commonplace now with prices being quite affordable - you can print off notes at the touch of a button or upload into a PC.

Looking ahead

No professional presentation can be complete without handouts or leave behind copy of the presentation and depending upon the audience the way in which these are presented can be critical. For a lasting impression, always bind documents using wire, comb or strip binding. There are many systems

and brands available with price points to suit every budget.

We spoke to Elke Hahmann at GBC who explained that 'the right binding style depends on four key questions What document types will you be binding? How important is it to amend the document? How would you like the document to open? And what quality of finish is required?' We have recently published a new end user catalogue that dealers can use to promote the entire range. It's about educating users to make the most appropriate choices based upon what they are trying to achieve.

It seems then that whilst technology is constantly pushing ahead with more affordable, highly featured gizmos like plasma screens, multimedia projectors and interactive whiteboards or information panels there is still a need for the more traditional products. The only difference is that now we are designing products to work in harmony with each other so that the overall presentation looks 'together'. ■