

Presenting

THE CORPORATES



Presentation Part 1

Bryony Taylor looks at how best to approach corporate accounts with a comprehensive package.

entering the closed, often imperious doors of the boardroom is a two way relationship. While you are dazzled by luxurious comfort and shiny glass walls, the board should be dazzled by you and how you present yourself.

Presentations are still a large part of corporate life, and getting them right can be a fine art, even when one has a trusty pointer. "Larger companies and organisations with many personnel mean that meetings are still needed to discuss, communicated and make decisions," says Tony Cochrane of Bjurab UK. "There is no substitute for face-to-face discussion. Despite the hassle and environmental concerns surrounding travel, the meeting, and hence the presentation, is still alive and well."



No matter how high the spec of the boardroom, presentation equipment which is easy to use and reliable is still a paramount necessity. Whether it be a classic product like the whiteboard, reworked and turned interactive, or a brighter pointer, there are a vast range of products available to perfect your presentation.

→ Changing workplace habits mean that the need for desktop accessories is being reassessed from new perspectives

“Although David Cameron’s recent speech to the Conservative Conference was without notes or any visual aids, the old adage of the audience understanding and remembering more of what is seen than is said still holds good,” explains Cochrane. “Therefore, the use of presentation equipment to enhance the message and confirm the salient points is still required.”

While a presentation can be aided visually, over doing it with the computer wizardry has caused the phrase ‘Death by PowerPoint’ to enter the language of the corporate halls. “While a computer-assisted presentation still remains very effective, sometimes a simpler approach using an interactive whiteboard, flipchart or personal portfolio presenter, especially for smaller groups, can have merit,” continues Cochrane.

Technologies such as interactive whiteboards can offer a relatively new dynamic for the delivery of the presentation’s important points. You only one have chance to impress and get your point across and a technology enhanced presentation can help you make the most of it.

Many of a corporation’s meetings now include or revolve around a computer and the data stored within it. When this is the case, it is natural that this information, whether it be in the form of spreadsheets, word processing documents or graphical data, be included in presentations. Board rooms need to be equipped to cope with this level of communication.

“Meeting rooms should now have a projector and screen with a roving cable that can be connected to the laptop of any of the participants to display and share appropriate information. This means that it is even more important now for the projector to be

combined with a good screen and positioned safely and securely on a suitable mount, stand, trolley or similar,” says Cochrane.

Designing a collaborative boardroom means choosing the best products and tools to help customers effectively meet, teach, train and present. Careful attention to design within refurbishments of conference and meeting rooms can enable a range of benefits such as integrated audio-visual systems to benefit and enhance workplace productivity, while also keeping the equipment needed hidden when it is not in use.

“At Bjurab, the introduction of concealed projector mounts and lifts, plus the new recessed range of Sesame projection screens means that the equipment is only visible when required. Meanwhile, the introduction of an upmarket range of lecterns allow equipment such as computers, control systems and touch screens to be incorporated, again presenting a professional image,” explains Cochrane.

Presentation technology has become an integral part of a company’s boardroom where there has traditionally been a void of it. Equipment needed to produce audio-visual presentations can also fall into a number of other functions and uses within an organisation. As such equipment is often a large investment it can often be low on a company’s priorities and the purchase of it does not always fall on the same person who purchases the company stationery.

“It is a case of understanding the presentation needs of a company or organisation, identifying who is responsible and then targeting them directly,” says Cochrane. “Although one needs to be there for when a need arises, it is a good idea to also be pro-active. This could include a review of current facilities, particularly as they are often neglected and fall into disrepair, with no one ultimately responsible, problems are not attended to.” When, and if, this is the case, it provides a good opportunity to build a rapport and awareness of your ability to supply audio-visual hardware.

This rapport can be further cemented through demonstrations of the products to the company’s representative, or even their board. Some users may not even be aware of the technology that is on the market, let alone know how to use it. However, this is not necessarily bad. If a company is making steps to introduce new equipment into their boardroom, it does suggest they would be more than open to hearing about the latest products you have to offer, and allows you to present them with the ‘wow’ factor of something new. ●

