



## It is High Time to Realize that Customers Want SOLUTIONS

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## How to ruin a collaboration solution

This rather unfortunate tale is regrettably not as rare as we might imagine...

It concerns a company that decides to make a large investment in communication: a high-end collaboration solution, a large, attractive space filled with state-of-the-art technology.

The problem is ... that employees aren't using it.

And decision-makers beware, that includes the company's CEO, marketing and sales departments.

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## The video tool has numerous advantages for businesses

Businesses have increased their expenditure for video-conferencing products and services: the sales of video-conferencing equipment and software will have grown worldwide by 5% between 2017 and 2018.

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## Videoconferencing Should Be Activated in Huddle Rooms

Remember that huddle rooms are small meeting rooms that can accommodate two to four, or six people. Their role is to allow 'spontaneous' meetings without needing to book traditional rooms.

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## A new Era of Audience Engagement shapes the «Presenter 2020»

For 30 years, the best practice for delivering a Presentation in front of an audience has been set by Steve Jobs' famous Keynotes. Virtually every manager from every company tried to replicate his presentation tricks, learnt the art of storytelling and dreamt of achieving his level of Charisma ever since, in order to get the best Audience Engagement for their own presentation.

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# Continuing innovation at IMEX in Frankfurt 2018 as several new initiatives are confirmed

***At IMEX in Frankfurt, thousands of hosted buyers and buyer attendees from all over the world will be meeting and doing business with almost 3,500 international destinations and venues under one roof.***

They'll also be discovering the latest learning ideas in 180-plus education sessions, making new contacts and catching up with colleagues at the many networking events.

## **Innovation**

"Innovation is at the heart of IMEX in Frankfurt and for our next show we're creating a series of new initiatives that will meet the needs of buyers and exhibitors and substantially enhance their business experience," says Carina Bauer. Several engaging new initiatives, new exhibitors and new hosted buyer groups are already confirmed for IMEX in Frankfurt 2018, taking place on 15-17 May. The innovations start on Monday 14 May and run throughout the week.

## **A new event**

Following its successful launch in 2017, EduMonday, a free, full day of learning and insights open to all IMEX attendees and exhibitors, will be expanding, bringing together a vast range of learning sessions, from technology to Meetology. Also taking place on EduMonday is the She Means Business conference, a new event that is set to celebrate the role of women in the industry, as well as providing conversation, collaboration and learning. Meanwhile the Event Design Certificate Programme will be running again that day after being widely acclaimed on its debut.

Some of the free education sessions taking place during the three days of the show will explore Legacy, IMEX's Talking Point for 2018, covering political legacy; knowledge legacy/social impact; CSR legacy; environmental legacy

and personal legacy. Other education topics include Trends and Research, Business skills, Diversity, Health and wellbeing, Personal development, Technology, Creative learning, General education, Marketing/social media and Sustainability. Carina Bauer, CEO of the IMEX Group said; "IMEX in Frankfurt is firmly established as the place where the meetings industry worldwide comes together in May each year. We know it is in their diaries well in advance – and many senior people, as



Carina Bauer CEO of the IMEX Group

IMEX in Frankfurt 2018 takes place on 15-17 May Online registration is open – and free. For information about IMEX in Frankfurt, please visit the new website.

IMEX in Frankfurt 2018 will take place at Messe Frankfurt from 15 -17 May 2018, with EduMonday, its pre-show day of learning and insights on Monday 14 May. [www.imex-frankfurt.com](http://www.imex-frankfurt.com)

IMEX America 2018, America's worldwide exhibition for incentive travel, meetings & events, will take place from 16 – 18 October at the Sands Expo and Convention Center at The Venetian® I The Palazzo®, preceded by Smart Monday, powered by MPI on 15 October. [www.imexamerica.com](http://www.imexamerica.com)

For further information, please contact: Emma Blake: [emma.blake@imexexhibitions.com](mailto:emma.blake@imexexhibitions.com) or Chris Lewis: [chris.lewis@imexexhibitions.com](mailto:chris.lewis@imexexhibitions.com)



well the leaders of the future from all sectors - agency, association and corporate - have already planned their schedules to be there."



# It is High Time to Realize that Customers Want SOLUTIONS

*The way of doing business has changed. Nowadays, the emphasis is on solutions and no longer just on products. This simple conclusion has far-reaching consequences...*

A 'product', by definition, is designed as a 'universal solution'. It is supposed to be 'good enough' for the largest audience. Well, we know that solutions combine products AND services. They are intended to help the customer make sure his (unique) problems get solved.

## A fundamental change in mentality

Selling solutions implies a fundamental change in mentality. It entails maintaining lasting relationships with customers so that you always appear ready to find new ways of helping them. How do we 'take the plunge' and transform a company that is stuck in the past into a forward-looking (and thus solution-oriented) one? A good idea is to treat sales as if they were literally a service to the customer; in other words, to anticipate the customers' needs and to get a better understanding of their problems.

You must also be aware of the fallacy that says that the better informed a customer is, the more likely he is to go and compare, and find an alternative solution. In reality, when you invest in knowledge of the customer, you get the

exact opposite, i.e. confidence in the company and its products!

## You do more business with customers who are 'grateful'!

This makes a lot of sense considering that the "representative of the solution" becomes a trusted partner in a collaborative process.

This course of action offers a new perspective and generates more business with customers who are grateful.

The sale of solutions does not ONLY involve the sales team, it applies outright to the company as a whole.

This means eradicating all inbuilt reflexes... including in the leadership structure and culture.

The development of successful solutions is based on 'open' communication, where the information flow is not hampered in the least. Otherwise, one must 'open' it, even if the tradi-



tional structures suffer from it! Similarly, harmonizing sales and marketing must be a priority. Adopting a customer-focused ideology is a great deal more than just good PR!

Consider this: Today's customers are looking for tailored solutions, and it is high time businesses became aware of this and started responding.

## Slightly neglected - wrongly, since it can offer great service

*Somewhat eclipsed by teleconferencing, telephone conferences can nevertheless help businesses gain time and also reduce travelling costs.*

For this purpose it is not at all necessary to have technological gems. A landline or mobile telephone suffices. The telephone operator makes available a 'virtual room': everybody has to dial a dedicated telephone number and enter a code.

### Targeting simple content

Telephone conferences target simple content and constitute a perfect tool to review the progress of a project or to deal with a particular problem. It requires great punctuality on the part of the participants, so it is recommended to send a reminder text message before the set time.

The 'classic' error of inviting too many people should be avoided. Ideally there are five or six participants. Likewise it is not recommended to mix hierarchical levels to prevent just the 'top brass' taking part (the others being afraid to say anything).

The moderator's role is crucial and is about not falling behind schedule; the telephone conference should last no longer than 20 minutes. Everyone has to take part but should be brief.

Tension should also be avoided (for example, no 'second-degree' humor which could be badly perceived) and to succeed

it is important to remain very factual and refocus as and when necessary.

### It should be infrequent, don't overdo it!

The rules have to be well established for each participant: it is forbidden to use computers and other devices for escaping, there should be respect for the on-going talk, no interference noise, and also a ban on having asides with some or other office neighbor during the audio conference.

When important decisions are made, a brief report should be made quickly (ideally in the minutes following the end of the audio conference) which could also be sent to people absent from the audio conference but who are impacted by the decisions.

Finally, telephone conferences have to remain a little-used commodity to be used sparingly. Specialists advocate a maximum ratio of four telephone meetings to one face-to-face meeting.



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# Boy, oh Boy, the Amount of Time that is Wasted Searching for a Free Room!

*The problems caused by the availability of meeting rooms are quite numerous at companies. Embarrassing situations and lost time are also on the agenda.*

Here are a few reasons which explain the existence of these inconveniences.

## Welcome to the world of “the domino effect”!

Not knowing if a room is free. Here, one books the rooms without specifying the schedules, so much so that it is impossible to know if it will still be occupied in the afternoon, for example. Companies can opt for overnight printing of the schedules or resort to versions of Google Agenda and/or Microsoft Outlook.



take possession of a room that seems to be available, which creates problems for the employee who has effectively booked the room in question. If the latter, in turn, takes a seemingly “empty” room, this is where the “domino effect” kicks in!

We must not forget that these issues related to rooms hinder the work of the people! The booking process causes many employees to sacrifice their work. Finally, when a room is not free in time, the group of the next booking has to interrupt the ongoing meeting (‘de facto’ souring relations with these colleagues) or hang around in the hall (and sacrifice the efficiency of their work).

## Amassing ‘just in case’...

As demand increases, some rely on the technique of amassing room bookings in advance,

just in case a need were to arise. Needless to say, this way of proceeding (creating unnecessary meetings) makes the booking process even more burdensome than it already is!

Many companies have invested unnecessarily in costly renovations or extensions to obtain a space they already had, but which was used not very efficiently.

Of course, these types of issues have to stop, for their repercussions clearly harm businesses, as well as having a negative impact on the corporate culture, and we know full well that a weak corporate culture reduces employee satisfaction, diminishes productivity and adversely affects the turnover. Finally, this leads to an increase in costs.

Therefore, it is highly desirable to resort to software solutions that allow the issue to be managed and resolved.

There are several effective players out there, such as EventBoard.

They eliminate unnecessary issues and help people keep to the schedule by displaying it on the door, clearly visible to everyone.

## Migrating to the Cloud Is Essential

*The advancement of technology we are witnessing is changing the way we live and work.*

Communication has become instant and easy. This is self-evident to the newcomers on the job market, who are familiar with this situation -- but not so to previous generations!

### The goal is to be productive

A survey among workers speaks volumes: 87% believe it is not essential to be ‘in the office’ in order to be productive. As many as 47% believe they are more productive at home!

Either way, we must acknowledge that the current situation does not require (and often does not allow for) people to be at the office all the time. In those circumstances, staying connected has become essential, both for employees of large organizations and for those of smaller businesses.

This is why the communications solutions unified in the Cloud are growing increasingly popular. They enable users to communicate with one another by telephone or using videoconferencing, to send and check their e-mail or their files, and to engage in all their activities, wherever they are.

From that point on, teleworkers have access to

the exact same information as the workers who stayed at the office. This increase in flexibility improves employee comfort and, as such, the company’s efficiency. No more running from one workstation to the next or attending seemingly endless meetings: Instant messaging allows permanent contact. It makes for much better responsiveness.

### The work environment must evolve by will or by force

For this purpose, the equipment needed is not out of reach: An easy-to-use application enables you to access the Cloud via any interface, whether you use a smartphone, a tablet, a PC or a Mac.

However, you must avoid a rather common mistake: If the company does not update its equipment, it is possible that its employees use more advanced technologies in their personal lives, which causes frustration, especially among the younger generations.

A survey shows that 76% of Millennials want



to use the latest technologies, and that 49% of employees believe the company that employs them does not make the right technology available to them.

The communications solutions unified by the Cloud eliminate this problem; employees use the same level of technology at work as they do at home.

The work environment must evolve, by will or by force, and migration to the Cloud is a necessity for staying up-to-date!

# How to ruin a collaboration solution

*This rather unfortunate tale is regrettably not as rare as we might imagine...*

It concerns a company that decides to make a large investment in communication: a high-end collaboration solution, a large, attractive space filled with state-of-the-art technology.

## Resisting the new

The problem is ... that employees aren't using it. And decision-makers beware, that includes the company's CEO, marketing and sales departments. This is a disaster, since a high-tech space is not there to impress, but to be utilized. This is typically a problem of adoption, and therefore of training. Often, training is limited to a kind of last-minute, trivial requirement that is "entrusted" to one of the company's IT officers. But every change represents a challenge, since there is always a

workstations can benefit from its use, they are shown that this "novelty" will increase productivity. This is the first step. All end users must also be trained. People can only use technology if they know how, and even if the IT staff find it intuitive and easy to use, this is NEVER the case. In fact, that's a good reason not to select them to train others. In any case, IT officers will focus on what they believe to be the most important aspect, namely network security and bandwidth for video-conferencing. They tend to focus exclusively on infrastructure issues.

## Avoid programmers, systems architects and engineers

The task of training is often left



learning with an experienced instructor who is not a programmer, systems architect, or engineer. Collaborative systems training should be a requirement for all situations where the end-users are new to the process. Adoption by users is a top priority, and the means for this must be provided, since a good return on investment depends on it. That's why the question of training

needs to be addressed from the very beginning. The requirements must be defined during the "pre-sale" meetings for the collaboration solution. Often, the company itself does not have staff capable of providing the necessary training, and must rely on instructors with the right skills. This is a way of being certain that you are accessing the full value of a major technological investment.



resistance to something new. We must find a way to overcome this reluctance.

And this means informing employees ahead of time. By receiving e-mails and newsletters updates, the staff slowly get used to the idea of the forthcoming "novelty". In addition to examples of how various

to programmers and engineers. These people have a technical background ... not the right skills to guarantee that the system is adopted by staff. Poor results are therefore obtained. For end-users to embrace the new technology, they must feel comfortable using it, and this requires hands-on



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# The Joyous Entry of Video into Huddle Rooms

*It is only recently that video has gained a firm foothold in businesses. Previously, it was confined to dedicated rooms and relied on expensive equipment.*

But times have changed. Today's collaboration needs have generated a new demand for video, one that is 'lighter', less 'bombastic'.

## An increased need for collaboration

Huddle rooms, which have small dimensions and are suitable for on-the-fly meetings, increasingly require light AV equipment. It is a new communication strategy which is gaining popularity and will continue to develop.

The workforce of companies is spread out, mobility has become the norm, and this leads to an increase in the need for collaboration as small teams have a growing need for informal meetings.

To take charge of this new workflow, professional tools were developed.

Today, the big brands are paying attention to this change in the market and are

offering services whose size is suited to small rooms of the type 'huddle room'.

Obviously, the specifications are different from those of costly telepresence systems intended for large groups.

What is needed here, in a huddle room, is a solid collaboration system that includes reliable connectivity as well as audio and video of excellent quality.

**Solid equipment which is not prohibitively expensive!**

One must also ensure full integration with other applications, as well as consistent user experience and great ease of use.

To achieve this, one must avoid any amateur 'tampering' (webcam on a computer and a speaker on another).

However, one has to make sure, rather than equipping a single large room with expensive gear, to equip several small rooms (the huddle rooms multiply).

It's about keeping the budget under control, whilst opting for solid equipment that is suited to these working conditions.

It is not prohibitive and, given the scope of the current supply, it's even easily achieved.

Overall, the benefits are immediately obvious.



## Videoconferencing Should Be Activated in Huddle Rooms

*Remember that huddle rooms are small meeting rooms that can accommodate two to four, or six people. Their role is to allow 'spontaneous' meetings without needing to book traditional rooms.*

They are thus immediately available for small groups who may decide to hold impromptu work meetings following an idea, or to look into an ongoing problem.

### A global hit

These huddle rooms are a huge success around the world – it is estimated there are more than 30 million of them (some say even 50 million) – and this success has to do with the new way of bringing employees together, which takes account of today's work demands. Gone are the days of the old school, when meetings were primarily aimed at disseminating and informing the staff about some kind of problem.

Nowadays, meetings are improvised with small teams who gather in less formal spaces. These meetings do not necessarily have a specific leader or a set agenda; it is simply a matter of organising an open discussion to quickly solve a problem.

We want to emphasise that it is a major change in the way of meeting and working.

In a traditional meeting room, the AV equipment typically is very elaborate and has up to thirty different functions. In a huddle room, the needs are more basic, and consist primarily of setting up the audioconferencing, the content sharing and the videoconferencing, all this in a basic form.

### Cost-effective specific solutions

To meet this demand, more and more manufacturers are offering products that are suitable for huddle rooms. The specifications are dead simple: The products must be easy to purchase, set up and use. Ideally, they will be powered by a single device with a single user interface, and will not require sophisticated management as they are intended primarily for meetings on the fly -- typical of huddle rooms.

While audioconferencing and content sharing are deemed very important, videoconferencing is a major component that should not be underestimated:

In a study by Wainhouse Research, 91% of respondents indicated using videoconferencing more today than they did last year. However, the videoconferencing solution for huddle rooms can make do with more basic equipment: Wide-angle camera, large screen and clearly audible sound system.

Zooms and other bells and whistles will be excluded for financial reasons: So long as there are few dedicated videoconferencing rooms in a company, the proliferation of huddle rooms must lead to budget control since there will be a need to buy as much equipment as there are small rooms.



# The video tool has numerous advantages for businesses

***Businesses have increased their expenditure for video-conferencing products and services: the sales of video-conferencing equipment and software will have grown worldwide by 5% between 2017 and 2018.***

One of the reasons is that users enjoy significant competitive and financial benefits, including improved productivity.

## The 'snowball' effect

Another important reason is also the decreased cost of video collaboration tools. Nowadays there is a very varied offer, including telepresence, video conferencing, 'office' solutions (on computers, tablets and smartphones), using the Webcam devices that employees already have and that are much cheaper equipment dedicated to video conferencing.

This democratization of video conferencing tends to become a 'snowball' effect: more devices, more colleagues, clients and business partners who use video conferencing. Mobility also implies that employees work when they



communication tools. This results in decreased productivity and plummeting teamwork. Communication between employees is focused around electronic mail because of the lack of interoperability between the platforms. Deploying an intuitive and reliable video collaboration system contributes to solving these problems. In addition, it meets the expectations of young employees who are well versed in these technologies, use them at home and love them. If they find these tools at work, they use them and become more productive!

## It eliminates six hours' driving!

Obviously the use of video collaboration has an impact on employees' travelling time. Gone is the loss of productivity associated with travel. According to Saville AudioVisual (UK), one of their customers (a group of lawyers) uses video for consultations in order to reduce travelling time for the lawyers. In this way they consult their clients, who can therefore meet their lawyers by means of a computer and a standard web navigator, by sending them invitations

for virtual meetings.

Another example is Bauer, a European manufacturer of irrigation equipment and waste-water treatment, who uses video for meetings between their Austrian and German teams. This put an end to the six hours' road travel required before to take part in a meeting!

These savings are also realized by employees on the road: software solutions allow them to work together wherever they are by using their laptop, tablet or smartphone as effectively as if they were in the office.

## Increased responsiveness and work allocation

Video collaboration can also give businesses a competitive advantage by enabling them to take faster and better decisions. The business responds much more quickly!

Another advantage involves the laying off of personnel according to 'rushes'. Think of an internationally established company having to face major regional fluctuations in its work load. Video collaboration enables 'allocating' the work to all employees by 'smoothing out' the regional peaks. The 'resources pool' created in this way adapts much better to the overall work load than in the case where every 'office' has dedicated resources that are under-used in particular periods.



want to, rather than having to book a room several days beforehand.

## Preventing a fall in productivity

There are numerous favorable results. The more so since from a study in March 2017 it appeared that almost 15% of overall working time is wasted on inefficient communication. Businesses are actually confronted with contradictory choices with regard to often incompatible



# Do you like your workspace open or closed?

*Remember this debate? There were strong positions on both sides...*

Open workspaces tend to encourage collaboration but are likely to cause distraction and generate a lot of noise... On the other hand, "closed" office spaces allow for greater concentration but can be depressing and detrimental to collaboration and communication.

## The same space cannot be used for everything

Unfortunately, this kind of debate misses the point... The best workplaces are in fact those that combine different types of spaces.

Leesman (UK) interviewed over 110,000 people and found that there were 21 types of activ-

ities in which employees took part in the workplace: scheduled meetings, individual work, collaborative working, rests, breaks, etc.

These are often rather unique spaces that may come across as surprising: cubes, cafés, real lounges, collaboration areas, quiet zones, outdoor workspaces, etc.

CBRE, an American real estate company, redesigned its Los Angeles offices and created 16 different work-



spaces.

It intends to extend the initiative to its other offices. They have a client conference

rent activity or task.

This would appear to be an evident solution for the future, given that employee commitment, collaboration and productivity are increased.

We should also note that this solution reduces real estate costs.



ities in which employees took part in the workplace: scheduled meetings, individual work, collaborative working, rests, breaks, etc.

It's clear that all these activities cannot comfortably take place in the same type of space. In the end, everything happens in exactly the same way as in a house, where the same room obviously cannot serve for everything: the kitchen, living room, dining room, bedrooms, laundry room, garage and bathroom all have a specific function.

Ideally, all employees should be able to access a variety of environments that best enable them to get on with the work they are doing.

One study also noted that employees with a wide range of workspaces achieved the highest scores for innovation, performance and job satisfaction.

## Creating multiple spaces based on activity type

To this end, some forward-thinking compa-

ny offer a wide variety of workspaces, without worrying about whether they are "open" or "closed".

room, open spaces, and even a Zen garden! Overall, this reflects an activity-based design philosophy. In this respect, employees do not have a designated work area, but multiple spaces available to them corresponding to their cur-



24<sup>th</sup> in the series

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# An Event that Will Stand Out!

*Seminars, events, conferences and other rallies are part of the life of a business. The choice of venue is important, of course, but other variables come into play, too.*

## Creating a unique experience

The event should be announced well in advance to create expectations and to stimulate the desire to participate. The 'pressure' should be built up gradually using a variety of techniques, including e-mail of course, but also 'enigmatic' questions or quizzes.

In light of studies on the subject, we now know it is important that the event creates a unique 'experience' for the participants. That is what will make it memorable. Activities, choice of

venue, presence of reputable guests, all of these things can contribute to the success, provided, of course, that the budgets allocated are respected.

Obviously, activities which focus specifically on professional goals, for instance, will have the support of other, more recreational ones. In those cases, the imagination will be far more important than the size of the budget available. Examples: Sporting activities or parasports (car racing, trekking, paragliding), or even the discovery of a region, of local products or others.

## Making the people participate and interact

In any case, the list of equipment available at the location of your event will help you to design activities. At the same time, it will enable you to fill several gaps in communication technology equipment before it is too late. One should not forget that, nowadays, a high-speed internet connection is absolutely essential... and that a decent sound system



should be available.

The well-being of your conference delegates should be your primary concern: Brightness of the rooms, ample dimensions, adequate air-conditioning and heating are vital elements to be taken into account.

It is obvious that the physical meeting is paramount, but the new technologies should not only be relied upon to attract visitors, but also to provide data on your guests.

Digital technology can complement the meeting by making the people interact and participate, and it also enables them to keep in touch both during and after the event.



# What if You Decided to Stream Your Next Event?

*Imagine... Your event is about to begin; the speakers are ready; your attendees are settled comfortably; the sound system is properly set and the AV system is up and running...*

*In short, everything is hunky-dory...*

**B**ut have you ever considered that you get more out of this event? If only you had a larger audience... This is where live streaming might come in!

## Increase your impact by increasing your audience!

You would free yourself from the physical restrictions of the environment and you would allow anyone with an internet connection to participate in your event. This includes any-

one who would otherwise have been unable to participate for distance reasons or due to their workload. You would increase the impact of your event considerably.

After the presentations by the speakers, you have Q&A sessions scheduled. The audience present in the room will get a chance to intervene.

But you must know that in case of streaming, it is also possible to 'give the floor' to a remote audience: Many hosting companies allow for dialogue boxes to be configured in which questions are put. This creates a 'community' within your audience.

You will notice that you get a greater response since people typically feel more comfortable asking questions from a distance.

## Benefit from the 'snowball effect'!

If you are on a tight budget, live streaming is a very effective way of

controlling it as the costs of renting the room, the catering costs and the costs associated with the equipment needed to welcome a large number of attendees can be significantly reduced. In fact, with this in mind, one needs very few streaming sessions to obtain a substantial return on investment as there are a lot of hosting services at reasonable prices, and the expense for the equipment (streaming camera and microphone) is incurred only once (valid for next time).

Throughout your streaming, you can broadcast a wide variety of content to increase brand awareness or to raise your company profile, and you will have the opportunity to promote your future events.

Finally, and this is not the least of the benefits, after the event is over, numerous hosting companies allow for the video recording to be downloaded! You can send it to your attendees so they can relive the event off-line, and also share it with whoever you want.

As you hold more and more events, you will have more and more content to share. It's the 'snowball effect', and you will benefit from it!



# A new Era of Audience Engagement shapes the «Presenter 2020»

*For 30 years, the best practice for delivering a Presentation in front of an audience has been set by Steve Jobs' famous Keynotes. Virtually every manager from every company tried to replicate his presentation tricks, learnt the art of storytelling and dreamt of achieving his level of Charisma ever since, in order to get the best Audience Engagement for their own presentation.*

It is often forgotten that a Keynote speech is about obtaining information from a Presenter to a receptive and captivated audience (galvanized by the exceptional context motivating their presence). However, when it comes to a more typical presentation (during a training, a business meeting, a lecture...), the context is usually less appealing. How can one keep the audience engaged? It will be down to the Presenter's skills and entertainment tricks to avoid "death by PowerPoint" and make that moment a success.

## A new Audience Engagement standard has arisen

Presentation landscape changed dramatically over the last decade, but few have noticed yet. The rise of Personalized Marketing and Social Media interactions in every corner of people's connected life has set a new Audience Engagement standard, changing the way Presenters need to communicate.

In this new era, a successful presentation is when a presenter turns the Presentation into a Conversation. This is achieved by actively engaging with the audience. The audience becomes active during the presentation, and the Presenter is the architect of the interaction. This requires a fundamental mindset shift for the Presenter. As sharing content over social media grows, and as participative interaction becomes a prerequisite, this shift will impact all meetings, conferences, training, town-halls, lectures, originally designed for "one to many" [presenter to the audience]. A similar mindset shift and teaching mechanism are already growing in Education today.

## New conference guideline: "Please, turn ON your mobile device!"

It is said that smartphones are the presenter's enemy, stealing the attendee's attention. Such popular belief is now outdated. Smartphones are here to stay for good! Everyone has one.



They are kept ON to feel safe and are an easy escape from boring Presentations.

However, if the presenter would change the presentation material, integrating digital polls/surveys/quizzes to query the attendees, it would motivate them to participate live, using their mobile device. The audience curiosity and engagement level would rise while being less tempted to chat with friends on Social Media sites.

"- Can we get the slides?  
- YES, immediately, as I speak!"

Sending slides after an event is often a delayed exercise, which can disappoint the audience. Proactively, attendees take live photos of relevant slides, losing focus and attention. Some may share slides on Social Media, but the photo quality is often poor, limiting its marketing impact. The paradigm shift of the Presenter 2020 is to leverage the attendee's motivation to share, in order to increase the presenter's visibility, influence level, and reputation on Social Media! The Presenter 2020 will share the slides publicly while

the presentation is live: the fear of "info leakage" is turned into a planned communication strategy!

Of course, there are valid exceptions to sharing content publicly. But the influential impact of sharing presentations is a

strong communication weapon worth considering.

By using the right sharing solution, the Presenter 2020 would get the best slides, and even supporting documents, shared live on Social Media much faster and far more than if the material were sent after the event. The Social Media Era is all about NOW and not tomorrow.

## Today's Q&A session is dead!

In a large, dark, and silent room, while listening to the presenter the audience mutes itself... but would certainly like to have a say! The Q&A session is meant to solve this, but repeatedly fails: either few dare standing and talking openly, or the Q&A session is simply skipped altogether! "Sorry, time is up!"



The Presenter 2020 will enable the audience to discuss the slides and ideas while being presented! Live written-discussions, in-room direct chat, written Q&A are technologies all available today. Such Audience Engagement tools could give a voice to the silent ones, and improve the presenter's understanding of the audience's state.

Using their Mobile device, the Audience is then engaged like never before. Attendees reflect, write, discuss, share... creating a sense of community while listening to the Presenter 2020!

And the great thing is, you can become this Presenter... today!

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# The Challenge of 'Simultaneous' Translation!

*We have had the opportunity multiple times to attend major events, where hundreds of people gathered. During those meetings, the chairman took the floor and introduced the various speakers, and then encouraged the large audience to ask questions.*



should be avoided as this produces annoying “explosive” sounds. Also, don’t forget that an interpreter can only reproduce the words of one speaker at a time; it is thus out of the question to have several persons speaking at the same time.

Additionally, the speakers should be encouraged to speak their native language, rather than to use some type of ‘business jargon’ (often in English), the result of which is very rough. If the speaker has to move around on the podium or in the room, it is essential that they use a wireless microphone: otherwise the interpreters wouldn’t hear a thing and, therefore, would be unable to translate.

As for the equipment, which is rented most of the time, it must ensure good performance and be handled by specialized staff. Simply put, you need one interpretation booth per output language. The booths must conform to the ISO 4043 standards for fixed booths (ISO 2063 for mobile booths), be soundproof and be ventilated (but in a silent way).

No surprise here... except that the speeches were delivered in the mother tongue of the speakers... English, German, French, Italian, Spanish, Dutch ... Quite a Tower of Babel situation!

## Huge mental strain!

But in the headsets of the attendees, there was no cacophony! You chose the channel of the desired language and, regardless of who held the microphone, you could hear their speech in a perfectly intelligible manner, as if they were speaking in your language.

The miracle originated in the simultaneous interpretation booths placed next to the stage. There, several groups consisting of couples of translators, two per target language, take turns translating. Indeed, simultaneous interpreters work mainly in pairs, into a target language, so they can be replaced regularly.

It does not take much imagination to realize that this places huge mental strain on these interpreters. They are plunged into the action and their task is to translate the words as they come from the mouths of the various speakers -- more often than not, without knowing, at the beginning of a sentence, where it will go, or how it will end. Yet, they have to keep up with the speed of the speaker. It is extremely stressful.

It is therefore not surprising that there are two of them, and that they need to ‘decompress’ after working for 15-20 minutes, turning the floor over to their colleague.

## How to better prepare for the work of the interpreters?

It would be helpful if every organizer of conventions or conferences took a few minutes to immerse themselves in this. This could lead to

better preparation for the work of these simultaneous interpreters. For, indeed, we can do it, and, by doing so, we not only relieve the pressure, but we also ensure superior results.

The interpreters should be able to get information on the topics that will be covered and make a list of specific terms, if necessary. It is thus important to give them as much information as possible in advance. If some speeches will be read, they must be provided with a copy; this will allow them to do an ever better job. A scenario of the event is also welcome.

In any event, the interpreters have to be able to see the face of the person who is speaking, as well as the screens.

It is important that they master the technology made available to them. Generally, it is not very complex, but in stressful situations, it is important that the right reflexes be used.

## Avoid plays on words

Speakers should be urged not to speak too fast, to try to maintain a constant pace, and to finish their sentences.

The quality of simultaneous interpretation is always dependent on the quality of the speeches. Wherever possible, plays of words should be avoided because they can’t be translated from one language into another. Speaking too close to the microphone, too,

## Technology for smooth meetings

duvall offers more than 20 years of experience in helping clients get the most out of their conferences and meetings. Using state-of-the-art technology, duvall provides tailor-made solutions making sure that clients achieve their meeting goals, that delegates easily understand foreign language speakers and that audiences get involved.

duvall offers solutions for **Conferencing, Simultaneous Interpretation and Interactive voting**.

duvall’s Hybrid Meeting Platform adds a virtual dimension to your meeting space allowing for **remote participants and remote interpretation**.

Are you an event organiser? Download duvall’s free e-book here:

**duvall**  
**Email: [info@duvall.be](mailto:info@duvall.be)**  
**Website: <https://duvall.be/cbs18tips>**



# When the Critics of Digital Signage (DS) are Technophobes...

*Very often we see critics of digital signage. They make arguments which seem legitimate, but it is not very difficult to counter them, by using psychological tactics and demonstrating diplomacy.*

It is a paradox, but the cause of the problem often lies in the vendors of digital signage, who are very good at highlighting the various benefits, but fail to talk about the greatest fears... being familiar with the practical aspects and knowing how to use and maintain a digital signage network.

## The false maxim of "everyone knows"

It has been suggested that "everyone knows" ... But that is simply not the case! In fact, what DS can bring in terms of benefits is obvious, it speaks for itself. One must take a different approach and show that DS is not hard to use and to manage.

There are various stages. The first is running into superficial objections to the effect of "DS is too expensive, it doesn't look good; it is not profitable; it does not suit my situation". Of course, all these assertions can be easily rejected given the substantial amount of statistical proof that shows the

positive effect of DS. Then there are the people who are viscerally opposed to technology, the technophobes... who we will discuss by taking an original position. We point to recent technological advances which might have raised concerns when they first occurred, but which today are used without a second thought. The same applies to e-mail (technophobes kept to fax machines), smartphones and computers. These examples show that new technology



"scares" people at first, but once they are familiar with it, they use and appreciate it.

## Dealing with apprehensions

Installing a DS system can give rise to apprehensions, for it can seem a very difficult operation. And, indeed, it was difficult for a long time. But these days, setting up a DS system is much easier -- you no longer need the help of an IT team.

YouTube (among other places) is packed with straightforward and eloquent tutorials showing at what point the use becomes easy... One can also force oneself to give a simple demonstration...

If a few apprehensions persist, one may decide to appoint a 'DS specialist', a non-technophobe member of the organization, who will act as a contact person vis-à-vis the technophobe(s), and who will reassure them.

After installing a DS system, the vendors will work with the person in charge of DS at the company and will make sure that the use and the maintenance of the DS system are easy. At the end of the day, it simply comes down to letting the technophobes know that they will be taken care of both before and after the implementation of the DS system.

## Digital Signage and Hotels Team Up

*Hotels, we should recognise it, have always been at the forefront of communication through digital displays.*

*Already several years ago, hotels used personalised screens in the rooms to promote their services and various amenities in the vicinity.*

These days, they go even further as they seek to make digital signage a key part of their communication that will reach the guest as soon as he walks into the lobby.

### Playing the role of caretaker

Numerous studies have shown that digital signage can attract people like a magnet, and that it is a major advantage.

There are plenty of possibilities to use digital signage effectively in a hotel.

It can be an integral part of an attractive hotel lobby, or it can be used as something more than just an eye-catcher. For one thing, it can display the current room rates, which comes in handy as the rates change frequently (depending on the time of day, the year or the demand).

In addition, digital signage can display special rates and offers. Hotel caretakers play an important role and their services can be significantly extended



thanks to digital signage. Screens can disseminate useful information and answer certain common questions. If a kiosk is added, they can even handle the check-in and check-out, or issue magnetic keys.

### Signage that is always up to date and interactive

When businessmen and businesswomen attend a convention or trade fair, digital signage serves as a guide. Its use eliminates the need to print paper posters and allows immediate responsiveness (no print or setup time).

During conferences, the names and numbers of the halls can change several times a day.

Moreover, each conference or exhibition is different, and the visual appearance of the digital displays can vary depending on the event in order to offer better legibility. The hotel staff have to enter the data only once, and everything



is distributed to the right places.

Likewise, entering the details once suffices for the personal information to be displayed on the screens installed in the rooms. A study has shown that 98%

of hotel guests turn on the TV as soon as they enter their room.

These terminals are true two-way communication systems. Guests can keep track of their expenses, and get information about ongoing events or the venues of the conferences.

Additionally, they can order food and drinks from room service, among other things.

The channels received in the rooms are also an important medium to reach an easy audience far away from home.

This enables hotels to sell advertising space to businesses and shops nearby so they can promote their products and services... which will generate considerable revenue for the hotels.

# Are You Zeroing in on Your Target Audience?

*Do the digital messages you broadcast arouse the interest of your target audience, or do they leave them indifferent? A recent study conducted by Intel has found that digital communication is 400 times more effective than static displays!*

But not all digital content is the same. It is extremely varied and, whereas in the past people were satisfied with static images accompanied by little animation, today's technological advances allow for visual marvels. One can really create attractive messages – even interactive ones.

## Eight seconds to convince

Digital communication can boost sales; the average increase in purchases is 3 to 5%, and 29.5% of customers believe that digital communication influences them in their purchases --

all the more reason not to miss the boat. In that regard, of course, content is king once you know how to adapt it correctly to the context.

First of all, you need to set the goal you pursue; this precedes all the decisions you will take later on with respect to this content.

Next, you have to speak the language of YOUR audience, of the target audience, without which your efforts will be in vain.

Therefore, you must adapt your language to the age of the audience, to their social status, to the time slots as well as to any specific physical characteristics of your audience, if need be (hearing-impaired or visually impaired people, for example).

It is also essential to observe a simple rule which says you have a maximum of eight seconds to attract attention. It is up to you to make sure you can hit the audience right

between the eyes during this crucial period of time.

## Maximum contrast

Experts recommend using as much contrast as possible, i.e. opting for striking colors. The contrast between the foreground and the background is one of the most important factors in improving readability, regardless of the distance of the audience. Maximum contrast is achieved by using white text on a dark background.

The choice of the fonts is also important. It is generally agreed that Serif fonts are the easiest to read.

However, it is desirable to replace all specific points with images or icons, which allow for an immediate understanding of the concepts (no need to decipher written words first). Of course, you can use icons specific to your brand.

Also be sure to pay attention to the transitions between the messages; they serve as short breaks and signal to the audience that something is about to appear.



## The World Masters of Projection Mapping

*The World Masters of Projection Mapping screenings are now underway in the centre of Amsterdam and can be viewed each day leading up to and during ISE 2018.*

The World Masters of Projection Mapping sees five leading international video artists participating in a three-week display of 3D video projection onto the EYE Filmmuseum façade and onto a water screen during its final week.

The event is a joint venture initiative from Amsterdam Light Festival, Integrated Systems Events and RAI Amsterdam. World Masters of Projection Mapping climaxes on 8 February when judging takes place on site.

Mike Blackman, ISE's managing director, commented: "This project has come to life in spectacular fashion. The results can be seen each day in Amsterdam in the morning and evening. It involves leading artists, manufacturers and solution providers combining to create something very special.

Website: [www.iseurope.org](http://www.iseurope.org)



© Janus van den Eijnden

# The special vintage 2018 display systems

*Gazing at our crystal ball for digital signage, as it were... 2017 was a fantastic year for digital signage but chances are that 2018 will not be outdone!*

The 'distant' (although...) future is overwhelming: screens will become both larger and thinner! There is talk of screens that will reflect light rather than emit it, and they are going to be real sheets of paper with the virtual thickness of a razor blade.

## Telling nice stories!

Now to the heart of the matter. The focus will clearly be on campaigns (and narratives, cf. beyond) in the long term, to the detriment of the traditional 'one shot' messages we know.

Therefore it will be goodbye to 'pure and simple' advertising and promotional messages will take on a completely different dimension. In the first place it is all about standing out from the enormous amount of information surrounding us, which 'dilutes' any attempt to really grab our attention.

standard and there is the advantage of more colors because sRGB will go to BT.2020, offering more nuances than the human eye can see. Video walls are also expected to proliferate since they are extremely sought after.

'Haptic' effects will be added to touch screens and lend them a new dimension. It concerns electrostatic fields which stimulate nerve impulses that register in the brain and generate impressions of various physical textures: smooth, embossed, rough, etc.

## Artificial intelligence and content according to reality



house activities will be transmitted and if the sun is out, local water parks or an open-air music festival will be presented. In other words, computers will make certain choices according to external data correlations. Artificial intelligence will enter the fray, data streams will become complete messages without requiring external intervention.

Digital signage will be able to send messages to specific screens on the basis of the data it receives and analyses, which enables sending better integrated promotions.

At a certain stage digital signage will only promote events, but also become an integrated part of the events as such. Certain devices will be able to interact with people's smartphones or tablets.

Geo frequency allows for sending invitations to people who enter a given zone to download an application which enables them to interact: digital messages, directions to take etc. The distinction between the digital world and reality will be increasingly eroded.

The transmitted content will be more responsive (enhanced interaction) and will go to create personalized experience on the screen.

The sensors and data flows emanating from computers and internet will adjust the diffused content according to reality conditions.

For example, if it is raining, ads for umbrellas and in-



And subsequently, since studies show that the Millennials (well yes, they are the future in the full meaning of the term!) do not like direct marketing, which they think is 'mean and nasty'.

They prefer more indirect approaches, such as narratives and stories. The latter correctly integrate marketing messages which creep in and therefore no longer impose. The search is for relationships 'that last in time'!

## You will have the impression of texture!

In 2018 you should already see the advent of a 42-inch electronic paper black-and-white screen. The refresh rate does not always allow for the use of rich video content, but many use E-ink screens that are cheap to buy and use.

LCD screens display a super-high resolution, UHD will be the new



# New kiosks provide great services

*We are living in a continuously developing world. Connectivity and mobility are all-pervasive and your clients should be offered an exceptional experience.*

The new interactive kiosks work with a very powerful motor (processor), offering personalized experience and great user friendliness.

## Real 'sales tools'

These kiosks actually enable you to display whatever you want, when you require it and according to your wishes! In addition, they provide a significant range of services. With these kiosks you can modify your sales strategy in real time, since there are interactive terminals collecting and analyzing the data to help businesses improve their services.

The developed kiosks display information (schedules, maps, news, weather forecasts, etc.) but also record, verify and even print tickets or information. This is very important since it immediately gives visitors what they want, without having to wait. Kiosks can promote overstock or marked-down items and target promotions on the basis of the purchasers' database.

Kiosks are the second form of advertising with most wind in its sails and with increasing growth, immediately after the smartphone. Kiosks contribute to retaining customers by means of high-impact messages.

## Kiosks eliminate human errors

A business using interactive kiosks benefits from more targeted and more effective marketing since it is in direct contact with stocks and with the policy of the logo or brand.

Results are not long in coming and sales take off. And, on their part, the customers are thrilled because they can quickly find the product they want on screen, and reserve and buy without having to spend time in tedious waiting. Simple self-service operations release staff who can set to work on more complex tasks and who are no longer in snowed-under situations. Kiosks also eliminate human errors in transactions, which are so irritating for customers (since they feel confused). According to a study by Bouncepad, three out of four customers are more likely to visit a shop where technology is part of the experience.

With kiosks transactions are smooth and straightforward, which put customers at ease, who then spend more to get promotional items. It is obvious: getting modern kiosks is an outlay that generates fantastic returns on investment!



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## The kiosk that measures satisfaction

In the margin of high-end kiosks there are very useful small devices for shops or for companies as such.

These are small kiosks on which an opinion can be expressed very quickly about services received or about the quality of a recent meeting.

### Choosing the appropriate smiley

It has to be well understood that the only thing it does is measure customer satisfaction (in the broad sense of the term) and that this type of information... is worth its weight in gold!

The simplest device is almost mechanical: when leaving the business you are presented a basic kiosk with smileys going from a big smile to a very sad face... You only have to press the one that best suits your frame of mind. The engine memorizes the opinions and will reproduce them.

Other kiosks, also intended for receiving your impressions, but this time on the touch screen, are more elaborate and function according to fairly simple 'tree' diagram software, viz. a response elicits another question and everything is programmed to take a minimum of time, an indispensable condition for the device to be used right to the end.

This as far as the principle is concerned, which can be more or less customized.

Some drivers can be directly linked to the company's computers by means of IP, and the business is thus informed of the issued opinions in real time. In the case of a shop it enables taking any corrective measures concerning stock or available staff for example and, in the case of companies, detecting contentious issues and choke points, and here too initiate the search for solutions.

