

# Communications Business Solutions

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## Eulogy for Silence of Marketing Specialists

In today's world, advertisers and marketing specialists make a lot of noise. They proclaim promotions, they brag about their products, with their own "magic" formulas. They are obsessed by the messages they create and forcefully send out, so much so that they are deaf to customer reactions. Yet sometimes they would be well advised to keep quiet and listen. It would be better for their business... and for the customers!

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## Hearing and Understanding One Another Without Yelling

Conference rooms are patterned after one another, but they are not very similar to each other in today's businesses. A good room has to match the use made of it.

So while huddle rooms or small rooms are used for brainstorming sessions in small groups, medium-sized rooms are used for presentations to customers and training sessions, while large rooms are used for presentations that bring together a large number of participants (company-wide events).

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## Collaborative solutions for the company

Introducing collaborative solutions in business makes it possible to increase efficiency considerably. In this way, depending on the business sectors, the rate of innovation can be multiplied by three, decision-making by two, meeting productivity by two and productivity in terms of training also by two.

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## The interactive whiteboard, the genius of the meeting room

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# Will new marketing finally see the light of day?

*With the new year comes new resolutions and – we hope – the advent of a new kind of marketing!*

Finally turning to the user? It is accurate to say artificial intelligence is letting Google have a better and better understanding of people's intentions and better respond to what they are searching for.

## Artificial intelligence in the service of searches

We have experienced the good old "object oriented" marketing. It was all about steering towards technical characteristics based on the idea that "pure" performance was the driving engine of purchases.

Even today, many brands say "the consumer is always right" and that product excellence is enough to provoke the act of buying.

Artificial intelligence and data mining are making colossal progress, making search engines increasingly personalized, almost aware of personal desires.

But users now often begin their product searches on Amazon and no longer on Google... The reason is that people go to the place where they think they are most likely to get the right

answer. It is important for marketing specialists (search marketing) to take this type of attitude into account and to adapt to changes in behavior.

In the same vein, slow sites will be increasingly

shunned. Not only must the site be responsive, but it must also be optimized for smartphones.

## A product is a solution and a use

In these efforts for optimization and the search for excellence, marketing efforts must be pri-

marily oriented towards the solutions that products offer consumers. So we should therefore come up with completely "subject" oriented marketing. For many advertisers, this is a Copernican revolution, because they still frequently think of communications in the way in which the "advertisements" of yesteryear were carried out (so-called adverts at the time).

The observation is simplistic – we do not simply buy a product for its technical characteristics. We buy it for a use.

On the other hand, more and more reputable analysts emphasize the colossal importance of ease of use, precisely. It is past the time when the buyer had to read (even study!) a wordy user

manual. Research shows that users are turning away from products that are hard to use.

To rattle some cages, we really hope that 2019 brings us this new type of marketing and that manufacturers make use of their products really user-friendly.



# The "Cloud" is Acclaimed by Professionals

*We all know that technology has changed business management. It has allowed several aspects of their operations to be streamlined and improved. Employees have also benefited by seeing their work become easier and less time consuming.*

In the United Kingdom, a recent study looked at more than one thousand people working in the professions. It sought to discover which technology they would like to use in their professional life.

## Artificial Intelligence in favor

The results are clear. 35% of those surveyed would like to use cloud services allowing them to remotely access software and data on secure servers and networks. This is ultimately a more "professional" way to be in line with the opinions of those younger who swear by the posting of their data on Dropbox-, Microsoft One Drive- and other Google Drive-type storage servers, letting them have their information available from any device wherever they are. The other priority technology is none other than Artificial Intelligence. AI has the ability to sift through enormous quantities of information and data to obtain valuable information much more accurately and faster than through human endeavors. 31% of people would like to use AI to allow them to predict what might

happen in the future.

An example is assessing the impact that a particular type of Brexit would have on the market (in the long term) for their business.

## The importance of technology

There was also a question about the emerging Augmented Reality technology, and for that

there is not much enthusiasm: only 17% of respondents want to exploit it in their daily work.

There is hardly more support (18%) for process automation in that configured software automates routine tasks.

For businesses (52% amongst them), technology is a priority for 2019.

The reason is that it is now an integral part of the world of work and has allowed people to become more efficient in the way in which they perform their tasks and fulfill their professional responsibilities.

Staff also believe that technology brings them greater flexibility and greater mobility.

"Robotics" is also a pithy fact: 34% of staff believe that a robot with good business intelligence would be able to make better decisions than their boss or senior managers.



# Eulogy for Silence of Marketing Specialists

*In today's world, advertisers and marketing specialists make a lot of noise. They proclaim promotions, they brag about their products, with their own "magic" formulas.*

They are obsessed by the messages they create and forcefully send out, so much so that they are deaf to customer reactions. Yet sometimes they

tive points or understanding what consumers are concerned about. Nothing will ever replace the impact that results from a "face-to-face" interaction with the target audience.

Even when "qualitative" groups are used, where a consumer panel is paid to give their opinion on campaigns and their impact, it is still an artificial situation because in reality the consumer does not bother his brain to analyze his deep feelings about this poster or that slogan.



would be well advised to keep quiet and listen. It would be better for their business... and for the customers!

## Interacting with real people

Indeed, it is becoming more and more imperative that brands actually start listening to their customers. They need to interact with real people, and not be content with reading reports, reviews and echoes from third parties.

Suggestion: Get out of the usual "marketing bubble", go to stores regularly, and start talking with people. It opens your eyes, whether asking questions, hearing nega-

## Taking a pulse with store managers

It is clearly more interesting to talk to store managers. They are precisely in this movement of constant interaction with customers and they know much more about the customers, being with them every day, than the marketing managers.

It is good to listen to them, they know which products are popular, the weak points of the shopping

experience and have the feel of advertising campaigns. In short, what they say is gold.

What is needed is to change the traditional way of thinking about marketing which, often incorrect-

are much less keen than marketing communications think.

The key point is ultimately to keep quiet... and to listen to understand the customers' point of view!



ly, splits hairs and complicates things. Marketing specialists live in their own world where they think that each customer reads each advertisement and absorbs each message transmitted. But the reality is quite different and customers

## Knowing How to Be Quiet and Listen to the Company's Needs

Marketing should be in listening mode for technology products intended for meeting rooms and digital signage.

The "information" dispensed always revolves too much around the products' technical features and not on the solutions they offer.

In addition, another extremely important point is "forgotten": ease of use, ergonomics of the different products as well as their way of operating together, their integration once they are combined.

Too often a meeting room has several

control panels and several remote controls, which greatly complicates its use in practice.

It is clear, however, that it will be the company's staff that will use these different products and not the installers and other technicians...



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# Loyalty is a reward!

*Our market is very competitive.*

*Companies compete to retain their customers.*

The “company-customer” relationship is strongly influenced by the experience the customer has in his contacts with the company.

## Current situation and corrective actions to be taken

One thousand American consumers over the age of 18 were asked about their preferences of distribution channel, their expectations and experiences regarding response times, the res-

sumers struggle to find answers on company websites. The use of chat has increased by 21% but only one-third of customers think it is easy to carry out conversations in writing.

Customers expect their problems to be resolved quickly. In this respect, the telephone and online chat offer the best performance, while the web is still behind.

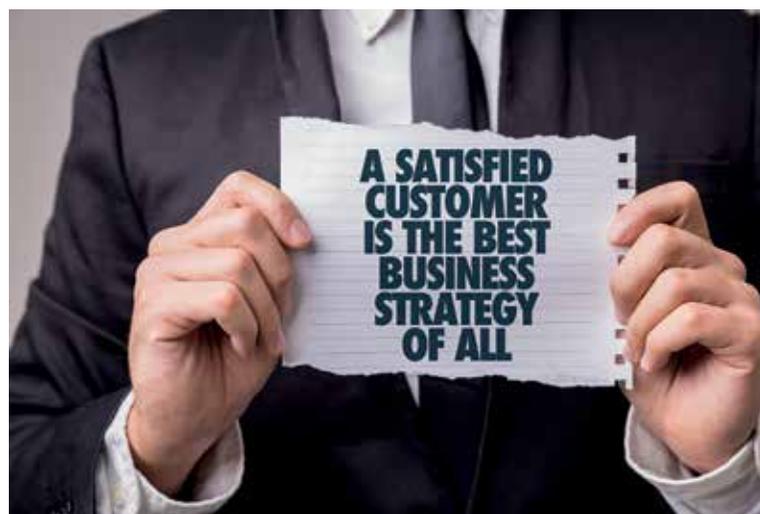


Consumers emphasize four priorities: reducing wait times when waiting on a customer service call; improving customer service agent training to let them resolve problems as efficiently as possible; extending business hours of the customer service (24 hours a day, 7 days a week if possible); improving telephone menus to make it easier to

er exceptional experiences to their customers. The big black spots that interfere are, in no particular order: long wait times, paperwork and lack of courtesy.

You have to take customer desires into account: they are seeking a quick solution to their problems and personalized customer service. They also want to take advantage of different communication channels that they choose based on the complexity of their problems. They detest situations requiring them to have multiple contacts (the notion of the one-stop-shop) as well as evasive responses that are slow to come.

The overall image that the customer will retain of the company depends on the combination of all contacts they establish through various channels to resolve their problems. A company that offers a seamless and personalized experience on all distribution channels will have a decisive advantage.



olution of problems by channel and the importance of the customer service experience in buying decisions.

In parallel, business leaders were interviewed to find out their opinion on customer service. In fact, their opinion was collected on the same parameters, which identified critical gaps between the expectations of customers and the ability of companies to offer a seamless and effortless multichannel customer service experience.

We note that the telephone remains the most used communication channel (57 %) to contact customer service.

Unsurprisingly, Millennials are those who use digital channels the most (44 %) and the Baby Boomers are the most attached to telephone communications.

Digital channels are becoming more used but it is believed that they do not deliver their full potential. Two-thirds of con-

contact the right person.

## Offering a seamless and personalized service

To summarize, customer loyalty is something of a reward for companies that consistently deliv-



# Resting at Work

*As an exception to all types of gadgets that are trying to find a place in the sun, here's an interesting idea, which lets you rest at work.*

**A**re you stressed? Get into the Orrb. This "Pod" lets you relax inside a high-tech bubble.

## The "antistress bubble"

The Orrb (and yes, that's its name!), created by London designer Lee McCormack offers ten-, twenty- or thirty-minute breaks, and is equipped with a door that can be closed for more privacy. This is a... mind gym, sort of.

This "personal space bubble" measures 2.1 m and 1.5 m high.

The project was launched over ten years ago, taking into account the impact that technology would have on society.

According to McCormack, "We concluded that these changes would lead to a loss of the quality of personal space, the ability to concentrate and a sense of loss of control over our personal environment. In short, that they would generate stress."

The Orrb is a bubble that provides a refuge against stress for employees. They can escape by isolating themselves in it from "open" work spaces, it is a company wellness center.

## The antidote to a frenetic world

Inside the Orrb there is a reclining seat, loudspeakers and a tactile screen that is used to choose from a selection of different programs called "wellness routines" which include relaxation, learning and stimulations. The content is supplied by a subscription service called Orrb X.

The screen content and its sound guide the person through breathing exercises, relaxation and meditation techniques. The user can then decide to leave to continue his day's work, well relaxed, or opt for a learning session in the Orrb. Companies can upload their own training content.

Of course, although its first target is business, it can also be used in airports and other stations or public spaces.

The designer says that feedback from industry and the wellness training world is positive. He says that the Orrb is a relevant response to our increasingly frantic way of life.

Employees need to have a moment to find themselves, to see and feel by themselves, and to do this they are looking for somewhere to go.



# The Remote Worker Feels Isolated

*Remote working is a great invention! You can manage your use of time, you save on travel costs and ultimately you can work wherever you are, even on vacation!*

**T**his is the simplistic image that often circulates among people that have little experience in remote working.

## The other side of the coin

It is a somewhat seductive and true image that must be broadly balanced by less rosy consid-



erations. By engaging in remote working, there is a risk

of a certain form of social isolation. This is psychologically negative (humans are social beings) but it can also be so professionally, since promotion depends essentially on the development of good relationships.

In addition, when a lot of remote work is done, you can get the impression that you are somewhat independent of your own business.

There are means to break this "isolation".

One way is to favor video calls over telephone calls, to take non-verbal communication into account. Videoconferencing helps bring remote teams together.

Another way is to ask your company for a budget to attend conferences and events that take place in your area of activity.

They allow for "real" networking, and the advantages are beneficial both for the remote

worker and for the company, given the added value that can be gleaned.

## One meeting a week and specific social networks!

Another palliative is to decide to have one contact a week (for example) on how the work is progressing.

This way the relationship is maintained that is much richer than a simple exchange of emails. This meeting will be preferably done by video, with team members and during which each will speak for a few minutes on reporting the work they are busy with.

Specific social networks also let a remote worker establish relationships in the neighborhood who share the same interests or professions.

Meetings provide the opportunity to get out of the house and have real social interactions. It is, again, a sort of networking that can also pay strong dividends, because you are sharing experiences and it is beneficial.

In any case, the isolation of the remote worker is currently in the HR spotlight, and this is quite normal given the specificity of his work.

# Excluded from Important Meetings? Time for action!

*We often deal with wasted time in meetings. There are indeed many unproductive meetings and they need to be avoided like the plague.*

On the other hand, paradoxically, there are really important meetings that deal with areas where you and your staff excel and to which you have not been invited... where you think you have every reason in the world to attend!

## Self-diagnosis

Of course, it's hard on the ego and it can have negative effects on your staff, who do not understand why their leader is excluded.

The reasons for not being invited are often trivial. The meeting organizer may think that the information you have is redundant compared to the other participants, and it is well known that increasing the number of people at a meeting is a way to reduce overall performance...

Nonetheless, this type of situation should also lead you to do a self-analysis of your value, because that, of course, is what leads to an invitation of a participant.

It can also be that the style of the uninvited person is involved. In this case, the style hides the value. For example, a person who is very competent in his field may demoralize the team that is meeting, through conservative positions

(for example) that lead him to reject new ideas. Once you have conducted a self-diagnosis, it will be a matter of drawing on the consequences, adopting other attitudes and displaying them openly. It will take some time for the situation to change, but it will change in time.

## Working subtly

In some cases, the absence of an invitation to a meeting may be the work of a colleague who has worked to exclude you for a variety of reasons, including, perhaps, just the fear of see-

ing himself eclipsed by your presence. You can, of course, decide to clear the air by having a "frank" discussion with him, but it is better to avoid confrontations.

And you can take a more subtle approach, by talking with a friendly participant and working with him to intervene in favor of your presence, by insisting on your expertise on the subject to be covered.

As well, sometimes you might simply not have been thought of, without any malicious or deliberate intent. This situation also calls for self-corrective actions on your part. Undoubtedly you have not spent enough time building relationships with your colleagues who are therefore unaware of the value you could bring.

Finally, these considerations also show that any meeting organizer has to pay close attention to the invitations he sends out. This is not only to avoid inviting useless participants but also not to leave out high-value people. Omitting them leads to two negative consequences: the meeting loses quality participants who unfortunately then are on their way to being demotivated.



## Collaborative solutions for the company

*Introducing collaborative solutions in business makes it possible to increase efficiency considerably.*

In this way, depending on the business sectors, the rate of innovation can be multiplied by three, decision-making by two, meeting productivity by two and productivity in terms of training also by two.

### Different tools

Videoconferencing, audioconferencing and the interactive whiteboard are among the most widely used and valued collaborative solutions. They allow collaboration at a single workplace or between remote sites.

The interactive whiteboard, to be effective, must be simple and intuitive to use. You have to be able to use it as naturally as possible, somewhat like writing ... on a wall. At the same time, it must also be able to support the software most widely used (including Microsoft's Office of course).

Videoconferencing is widely used in business today. It provides travel savings and improves teamwork, productivity and decision-making. It eliminates distance and allows specialists to be involved without having to travel.

Videoconferencing is available in three main systems.

That dedicated to rooms is generally "high end" and delivers exceptional image and sound quality. "TelePresence" is the flagship of this system, giving the real impression that the remote participants are physically in front of you.

The data is encrypted for security reasons. Today, interoperability between brands is no longer a problem.

### No more pontificating when collaborating

Webconferencing uses software (like Skype) to allow audio and video communication between personal computers. There is also screen sharing. Communication is generally person to person, although it is possible to have a dozen participants together. Webconferencing is widely used for training, because a "teacher" can be followed by an unlimited number of "students".

The third – hybrid – is a combination of the first two. It allows personal computers to interact with room systems. This is obviously perfect for situations bringing together salespeople on the move with management staff who have remained "walled-in" in the company.

Videoconferencing is obviously associated with interactivity and easily allows remote collaboration on the same document by, for example, sharing tools and resources of an interactive whiteboard. Work is done in concert, without the frustration of having to listen to a sort of pontificating where it's a matter of watching without participating yourself.



# Hearing and Understanding One Another Without Yelling

*Conference rooms are patterned after one another, but they are not very similar to each other in today's businesses. A good room has to match the use made of it.*

So while huddle rooms or small rooms are used for brainstorming sessions in small groups, medium-sized rooms are used for presentations to customers and training sessions, while large rooms are used for presentations that bring together a large number of participants (company-wide events).

## Audio is the neglected one in meeting rooms

The goal is always the same: to let people meet without being distracted.

These rooms have in common the use made of technology. They are becoming more and more sophisticated. Interactive whiteboards, cameras, microphones and loudspeakers are the focus, and often a recording technique saves the content for later use. And this whole little technological world has to offer more and more features and be less and less complex to use. Every effort must be made, in addition to results, on the user experience.

A good sound installation is necessary to ensure that the people will be able to hear and understand.

The problem is that audio is somewhat neglected in meeting rooms. The emphasis is placed on videoconferencing and cameras and the loudspeakers and microphones are neglected.

The loudspeakers should ideally be installed on the walls or ceiling. They must be arranged so the sound is distributed evenly throughout the room. Indeed, nothing is worse than having to boost the sound so the people at the back can hear while breaking the eardrums of participants in the first row...

## Basic principles and... some advice

As for the microphones, they should be mounted on the conference room table itself or suspended from the ceiling. But be careful, it's not good enough to just put them there, they have to be installed so that the speakers are heard clearly. Microphones will have high directionality as well as a manual or automatic on/off switch, to minimize feedback (howling in the speakers). People who are not speaking should have their microphones switched off, to avoid amplifying private conversations and rustling papers.

But these are the basic principles, to which will have to be added, because each situation is different, the involvement of an acoustic specialist, once and for all, to achieve a high quality



sound installation.

It must also be kept in mind that it is obviously out of the question to have to bring in a technician before the meeting begins. When the room is equipped, everything must be easy to use and everything must lead, at all times, to excellent results!

Meetings can then begin on time and share information without technical difficulties.

You can easily see that sound solutions will be adapted to the rooms and that a huddle room will not be equipped in the same way as a large room!

There is therefore no "universal solution" and each room will require the use of different solutions.

## "Videoconferencing Kits" for Huddle Rooms

*Given the success of "huddle rooms" in companies, it is very logical that videoconferencing has made its appearance.*

Remember that huddle rooms are small meeting places designed to accommodate three to six people, and are generally equipped with collaboration technology.

## A need that is becoming more and more pressing

Traditionally, companies have a large conference room intended to host videoconferencing. However, this type of space no longer meets the needs of fast changing collaborative work. The huddle room is designed to meet the growing need for informal collaboration spaces.

According to the statistics, there are about 30 million huddle rooms around the world, of which less than 2% are equipped with video.

However, the need for visual communication equipment is being felt. Teams often need to get in touch with the outside world, and especially these days when many employees are frequently working outside

the company.

To equip a small videoconferencing room intelligently, three criteria must be kept in mind: quality, reliability and scalability.

There are, of course, free solutions for video

calls, but their quality and reliability does not allow them to be considered professional tools. Huddle room cameras have to be able to capture all the participants and follow the speakers. Some cameras have software that lets them automatically focus on the person speaking.

## Don't be over or underequipped!

There are "kits" for huddle rooms which include the equipment and software that can be adapted to staff needs. These kits are interesting, because they meet basic needs while offering the possibility of customizations and therefore guarantee scalability, which is important.

This offer must be analyzed according to the work actually done in the company's huddle rooms. There is no point in overequipping, but it is still necessary for the equipment available to meet the needs of staff.

The good news is the price of the audio and video equipment has dropped dramatically in recent years. But it must be borne in mind that the company has to equip all its huddle rooms, which means in practice dozens of installations, and not just one as in the past (which obviously required much larger, more luxurious and expensive resources).



Altia Systems | Hall 13 - Stand B150 at ISE

# The interactive whiteboard, the genius of the meeting room

*Technological progress allows companies to hold meetings that bring together people who are both physically present in the room and remote collaborators.*

In this way, the company can operate globally, while obviously respecting the time differences.

## Memorizing the stages of the meeting

Videoconferencing have enabled this important breakthrough for business, and they are often associated with the use of interactive whiteboards.

These are a benefit for videoconferencing, providing a platform that allows participants to participate visually. They are generally easy to use, with a finger on the screen effectively replacing the traditional mouse. Using shapes and pictures in a presentation increases retention by participants who are stimulated in a different way than just writing and speaking. But the interactive whiteboard includes a very useful option. It

allows recording and therefore later review of the ideas issued and the train of thought of the meeting. This way of operating also consolidates the memory of the event. A side benefit is that taking notes is greatly facilitated, knowing that it's difficult to take note of every detail and that attention can wander. You can even imagine meetings where no notes are taken, because participants know full well that they

will subsequently have a full recording of the presentation.

## Notebooks, smartphones, tablets and web welcome

Interactive whiteboards also have a function that allows printing. At the end of the meeting it is therefore easy to give each participant the "main points" of the meeting. Since the meeting can also be saved, anyone who wants can keep a complete copy in their files.

On the interactive whiteboards, external sources can also be connected, such as computers, tablets or smartphones, and web pages can also be broadcast.

All possible visual aids can also be used to attract (and retain) attention, including variable sized fonts, playing with colors and bolding certain paragraphs or keywords.

In fact, the interactive whiteboard adapts to all uses, from the simplest (whiteboard that is just written on) to the most sophisticated.

Once it is coupled with a videoconferencing solution, maximum efficiency is achieved for all teams that connect to it, wherever they are in the world.



# Avoiding Turnover by Millennials

*There have been a lot of changes in today's businesses. A company is the meeting together of people who pool their efforts and work together for the same goal.*

They respect the same rules and together promote the same brand.

## The "cultural" revolution

It is easily understood that cohesion depends strongly on the size of the company. In a small organization, communication can propagate easily and face-to-face dialog makes up most interactions.

However, in mega-corporations (often with over 15,000 employees) it is very difficult to inform everyone in the same way.

At the same time, the company's "population" has evolved. The baby boomers have given way to the Millennials and already the children of these (Generation Z) are edging in (already 5% of the active work force). The cultures are evidently extremely different, having known the internet from the cradle, and this involves different attitudes.

Millennials are used to having a great deal of information at their fingertips and attach great importance to values. They need ongoing interaction and have to sense the value of their work as well as the recognition of their peers and their superiors.

Unlike previous generations, they "surf" jobs



and don't hesitate to change their work as soon as the one they are working in no longer satisfies them, and this situation obviously is not pleasing to companies, because the "churn" is expensive.

## Information galore and bidirectional

Obviously this new population of workers needs being adapted to. The area of information that they receive (and issue) is critical. As much as in the past employees accepted (and even expected) to receive "filtered" information

from their superiors, today the Millennials rather want access to the most complete information.

In this situation, where it's a matter of being quick on the ball and disseminating relevant information at the right time, digital signage is necessarily required.

Of course, it is the content broadcast that will matter which means sending messages that apply as much as possible to the news and that re-explain the company's values and goals.

Nonetheless, it is not ONLY a matter of disseminating messages, but it must also be possible for employees to provide feedback. This is the most effective way for them to be engaged.

There again, a digital signage system associated (for example) with a kiosk will work wonders: the kiosk will collect opinions, comments and suggestions. Obviously, a QR code on the digital signage screens will provide direct access to the webpage where feedback can be delivered. As well, a good old paper form can do the trick, if preferred (but it is not strictly a method that is popular with the Millennials).

You can then display the most interesting comments and suggestions on your big screens, which will encourage other employees to interact as well.

# An exciting projection mapping display onto the façade of the brand new nhow Amsterdam RAI hotel

*The eye-catching 25-storey, 650 room hotel has been developed by real estate developers COD and Being Development, NH Hotel Group and architects OMA, following a tender process initiated by the City of Amsterdam and the RAI in 2014. This hotel is adjacent to the Exhibition and Conference Center.*

Specially created content will be projected onto the nhow Amsterdam RAI Hotel from 15.00 - 20.00 each day throughout the week of the ISE show (5 – 8 February 2019). The projection mapping showcase will be delivered by ISE 2019 Technology Partner and media server and digital display specialist Green Hippo, working alongside hire and production experts LANG, a long-term ISE Platinum Sponsor and Technology Partner.

The daily display will demonstrate the latest in projection mapping technology and include live feeds from the ISE show floor.

Content for the presentation is being created by 3D-mapping specialist Tenfeet working in collaboration with Green Hippo. This content will be focused on the concept of diversity as well as on the construction and design inspiration behind the nhow hotel, showcasing popular media manipulation and projection techniques.

Technical planning and implementation of this unique project is being managed by LANG. Its primary challenge is to transform the glass façade of the nhow Amsterdam RAI into a projection surface that can support projection mapping. Working with ProDisplay, a specialist in innovative display solutions, the solution is to implement a complete 'foiling' of the glass interior of the hotel.

For projection, LANG will use 14 Panasonic PT-RZ31K projectors, providing around 400,000 lumens. Using Hippotizer V4+ Media Servers Green Hippo's 3D mapping applications will be used to map live data visualisations, custom content and perspective mapping onto the hotel.

Mike Blackman, Managing Director of Integrated Systems Events, commented: "This unique showcase brings together the elements that make ISE such a special occasion – the harnessing of state-of-the-art technology with some of the world's finest creative minds and production experts to create a unique, immersive experience. It's an exciting addition to ISE 2019."

Paul Riemens, CEO RAI Amsterdam, commented: "We are delighted to support this ex-



citing initiative at ISE 2019 together with Being Development, COD, nhow and Pleijsier Bouw. The new nhow Amsterdam RAI will be the canvas for the ISE showcase and is a welcome addition to the 'RAI family' to further enhance the experience of exhibition attendees visiting RAI Amsterdam.

This is a fantastic way to introduce the nhow Amsterdam RAI to the city and a prime example of 'connecting'."



# Celebrating creativity & curiosity at IMEX in Frankfurt

*In a world of increasing technical capability, the power of imagination is regarded as a uniquely human attribute – and one that's highly prized. The IMEX Group is championing the power of imagination as its Talking Point for 2019.*

## Imagination

The growth of digitisation – what some call the 4th industrial revolution – is leading to a greater demand for human and emotional connections to be fostered.

For the meetings industry this means that there is a huge opportunity in our new digital world to help people develop those connections, to help brands deliver their messages in exciting and emotional ways that cannot be achieved online.

Carina Bauer, CEO of the IMEX Group, explains:

“Imagination is the glue that holds our events together – sparking creativity throughout the planning process in order to attract attendees time and time again.”

“We’re celebrating and encouraging one of the core aspects of our humanity – imagination – urging everyone in the global meetings and events industry to get creative, exercise more curiosity and challenge assumptions in light of the period of change we’re currently living in.” The annual Talking Point - imagination - will be brought to life across both IMEX shows as well as through core activities throughout the year. The IMEX team is focusing on three core aspects of imagination for its 2019 Talking Point:

## Transformation & collaboration

Partnerships can be truly powerful. IMEX is encouraging meeting and event professionals to consider how they can collaborate – not compete – with other organisations and the benefits this can bring.. Airlines, hotel groups, designers, supply chain businesses, universities, software developers, architects...even whole countries and, especially, cities are all now forming alliances and in doing so they're transforming business models, customer service and events experiences.

## Diversity & Inclusion

As an international organisation with a mission to connect people across the world, IMEX celebrates diversity and, through its Talking Point. IMEX's sole aim is to unite and advance the meetings industry – connecting all kinds of people together in order to generate powerful relationships.

The time has come to eradicate bias – and the meeting and event industry is in a great position to lead by example. The Talking Point will prompt professionals to keep diversity front of



Ray Bloom: Chairman and Founder of the Imex Group - Carina Bauer: CEO of the Imex Group

mind throughout the planning process in order to create an event that's relevant and appeals to a broad scope of attendees.

## Sustainability

Sustainability continues to top the agenda as more and more companies recognise the importance of issues such as climate change, community development and dwindling natural resources. It's an issue which has been firmly anchored in IMEX's business strategy since the foundation of the company in 2003 with strategy aligned to the Sustainable Development Goals of the UN.

Through this year's Talking Point, the IMEX team seeks to prompt a fresh approach to this pressing issue, encouraging planners to discover creative ways to consider sustainable

elements as a core part of the planning process and integral to every decision made. Green materials, food choices, suppliers and more are now not only viable but also distinctly desirable. There really are no excuses anymore and younger generations in particular will vote with their feet, their attention and their money to prove how much they want to save the planet.

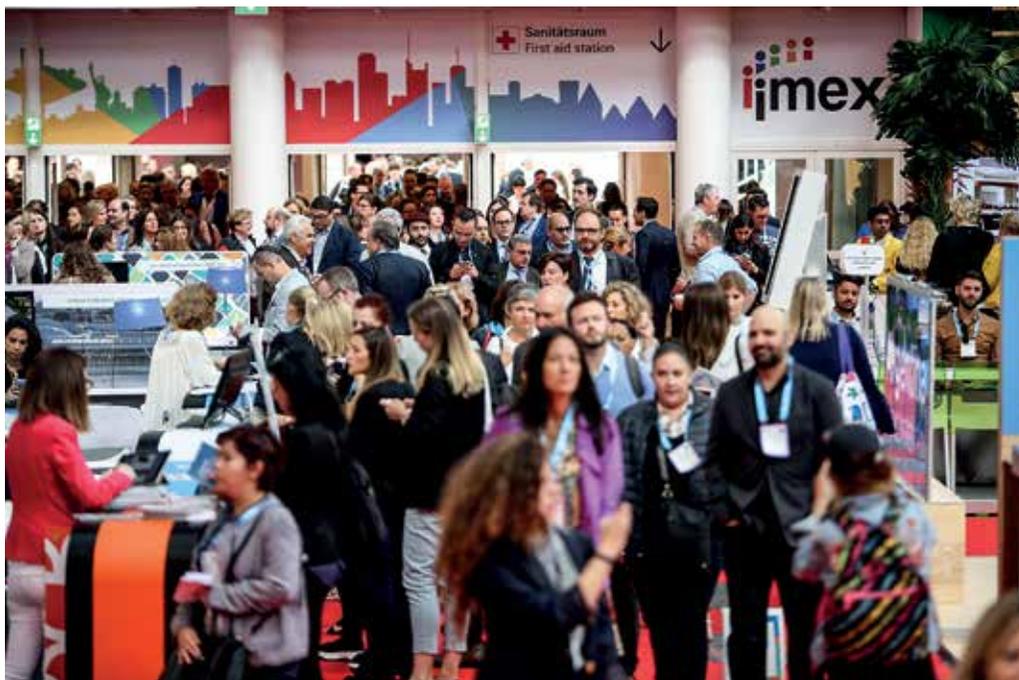
Consider this - imagine planning an event without any plastic or food waste, what are the starting points, who are the partners?

Carina Bauer concludes:

“Our annual talking point shines a spotlight on an emerging or important trend - one that's making waves in the industry. By exploring various facets of imagination, we hope to open up ways for everyone in the global meetings and events industry to get creative and enjoy fresh perspectives.

“We’re in contact with our partners, visitors and exhibitors, asking them to share stories that tie in with the three pillars of imagination we’re showcasing this year. As well as developing research, partnerships and education around our Talking Point, we’re already planning to re-imagine last year's 'Legacy Wall', turning it into a uniquely imaginative new show experience... so watch this space!”

*IMEX in Frankfurt 2019 takes place at Messe Frankfurt from 21 -23 May 2019. Registration is free. [www.imex-frankfurt.com](http://www.imex-frankfurt.com)*



# Customer use case: How Momentum got 165 people to ideate 35 projects in 90 minutes!

*Momentum Community Economic Development Society is a Canadian non-governmental organization focusing on poverty reduction and adding a social perspective to economic development initiative.*

## Context



Once a year they organize the Thrive Community Huddle - a community event for changemakers, neighborhood champions and entrepreneurs working towards a resilient and inclusive local economy.



## Event's Objectives

1. Connect the community members.
2. Brainstorm new ideas and launch projects that are socially innovative, creating a positive impact within all communities in the city of Calgary for the upcoming year.
3. Identify project leaders and provide opportunities to dialogue within the community.
4. Create an easily accessible repository of projects for all stakeholders, to collaborate and bring ideas to life.

## Discovery to Action

The organizers used a fun, inspirational, action-oriented collaborative process. The 90-minute work-session was divided into three rounds of

30 minutes each. The attendees were instructed to dynamically self-organize themselves into small groups of five.

In the first round, each group discussed several ideas and selected one that had the potential to create an impact in the community, and then nominate a project leader.

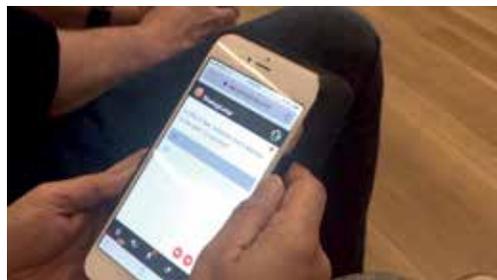
At the end of each round, everyone in the group other than the project leader moved to the next table. A new group joined the project leader to help refine and strengthen the idea.

Facilitators helped keep the groups moving along in the process.

## An innovative implementation

For the first time, Momentum used the DialogLoop audience engagement solution, and it quickly became the backbone of the event.

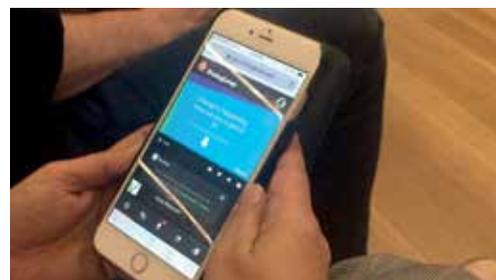
1. Attendee visited an event URL and signed-in using their social media credentials (e.g. LinkedIn, Twitter) on their smartphone. A profile card for each attendee was automatically created which made it easy to put a name to a face and



facilitate communication instantaneously.

2. Using the DialogLoop Web app, attendees completed a survey in real time resulting in a 75% response rate before the end of the event. Organizers had real-time access to this data ready to be fed to their CRM system and visualize as live charts.

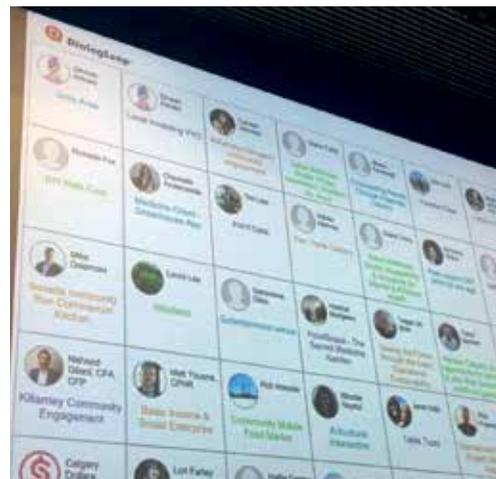
3. Resources including slides, links and popu-



lar hashtags were streamed live within DialogLoop, enabling participants to help create buzz on social media.

4. Project leaders submitted their new project details on their smartphones.

Once approved each project transformed into a session within DialogLoop - visible on the big screen for everyone to see. Community members are now able to learn and engage with the projects that interest them on their smartphones.



5. All 35 projects initiated at light-speed are currently live and in action in the momentum community. The most advanced and ambitious projects are looking forward to becoming a reality with appropriate funding.



See this event in action on:

<https://dialogloop.com/usecases>

## Contact

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# Language Specialists and Their Specifications

*We know the importance in business relations of calling on the services of interpreters in meetings where the participants speak different languages. We have written meaningful articles about this.*

Simultaneous interpretation and translation are two fields that are closely related but necessarily different. Simultaneous interpreters are permanently immersed in the heart of the action, and have to produce everything instantly, on the fly, while remaining as close as possible to the meaning of the sentence just spoken. Translation, meanwhile, can have longer deadlines, but there is a greater requirement for accuracy.

## What is a good language specialist?

All interpretation and translation professionals share common points.

So what makes a good translator-interpreter? You are going to read about it – it is very interesting.

Aside from the passion for languages, the subtleties have to be mastered, especially the “idiomatic expressions”. An example is the French expression “Il pleut des cordes”, literally “It’s raining ropes”. In English we say, “It’s raining cats and dogs”. Similarly, a Dutch person “sends his cat” when he doesn’t arrive for an appointment, while in English we say he is a “no-show”. And so on... we see that the road is strewn with pitfalls.

The professional also has to take a close inter-



est in the cultures and customs of the countries where he speaks his working languages.

While being diligent, he sometimes has to extract himself from the shackles of the original text. He has to extract the meaning of the original text and transpose it as naturally as possible into the target language. In addition, he must be able to adapt to the intended audience of the texts or spoken words – a financial report is not translated in the same way as a children’s story.

It is also necessary to have a good dose of... patience. Some texts are very complex, of course, and require research, but there are others that are simply poorly written and require clarification from their author.

## Humility is also essential!

Consistency in the quality of results is another necessity. Diligence must be used every time – it is out of the question to provide inconsistent results. Distraction must be banished. As a corollary, breaks are essential, because it is impossible to stay 100% focused for the whole day.

Language specialists have to be excellent communicators in their customer relations. This is especially true in email exchanges, where there is no “intonation” to the words spoken and where their content can be easily misinterpreted.

Rates that are too low have to be avoided as much as those that are too high. There are standard scales, and paying more does not mean getting better quality.

Finally, a good language specialist has to adopt a form of humility. No one is perfect and not understanding a passage, despite research, means asking the author. It also shows seriousness and professionalism.

You will undoubtedly not think that your language specialists will be able to meet all these criteria, which we have only briefly addressed. All the more reason to treat this type of service with the respect that its professionalism demands!



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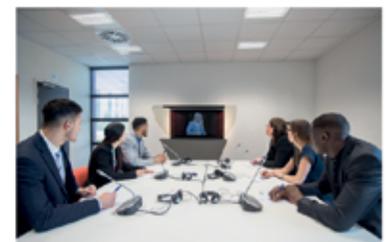
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# The Interactive In-Store Display Stimulates Customers' Imagination

*The retail trade has suffered a lot, because the customer experience it offered was "static".*

**B**rands have gradually woken up to the fact that today's customers want "animation" and "thrills".

## Addressing the multitasking generations

The current generation of customers mainly consist of people who "multitask" and have grown up in a world populated by smart devices. The store has to offer services to match.

And it is the technology that makes it possible to bring the digital experiences desired by this type of clientele.

Interactive display forms a part of the array of available tools. It lets interesting stories be told.

Interactive displays facilitate "multichannel" sales: the customer can do showrooming (look around them, test the products, then buy them online), while staying within the same store (now virtual).

It is appropriate for all fields, including fashion, for example. For these there are interactive systems that allow personalizing shoe models in the store. Also in the fashion domain, there are "smart mirrors" that enhance the consumer's experience until they

are inside the fitting room! Among others, they can take pictures and videos of the customer wearing different outfits and to share them with friends. The idea is to reinforce the brand's image through social acceptance.

## A sort of sidewalk internet

Systems to be placed in display windows even offer "window shopping", which allows brows-

ing the lines and buying items even when the store is closed (a sort of super elaborate sidewalk internet).

The automotive world is very interested in these technological developments. One brand already opens the controls with the image of a car and lets the door open and the interior be examined with just a gesture.

But it is clear that all these advances are only the premise of a future that will be greatly enhanced, since artificial intelligence will undoubtedly boost various ways of doing things.

In any case, screens and kiosks are extremely effective, since they are available at any time, even outside business hours and when staff is not available.

They also help to improve customer service quality by reducing waiting time. They provide customers with basic information and let salespeople engage in more advanced tasks.

Finally, last but not least, the data contained in the displays are valuable for analyzing consumer behavior, if only by providing information on products and on what they are looking for.



# The little game of digital signage and the screen

*The best way to use digital signage is first go through a little prior game...*

**Y**ou have to imagine your screens as scenes of a show where your brand is going to parade like a star!

## The star will capture attention

The idea is that the star will tell its stories and capture all the attention. Each individual will be surprised and will feel concerned.

So you have to flee like the plague from technical considerations that get focused on by a so-called "easy solution". It is very easy to believe that such features and equipment are enough to achieve the goal... Oh, no, not at all!

Once again, it's the content that matters and the content is what is going to be told on these screens, so this is the story of the star.

And just as we don't talk the same way to children, teenagers, adults and seniors, we approach our audience differently depending on the type of people who

will be listening to these stories. The digital signage lets us broadcast targeted and specific content and therefore to be relevant at any time of day and night and for all audiences.

It is possible to sell by displaying the brand's values, by briefly tracing its history, but you can also, with digital signage, motivate members of the company or offer a personalized welcome to customers.

## Adapting with precision

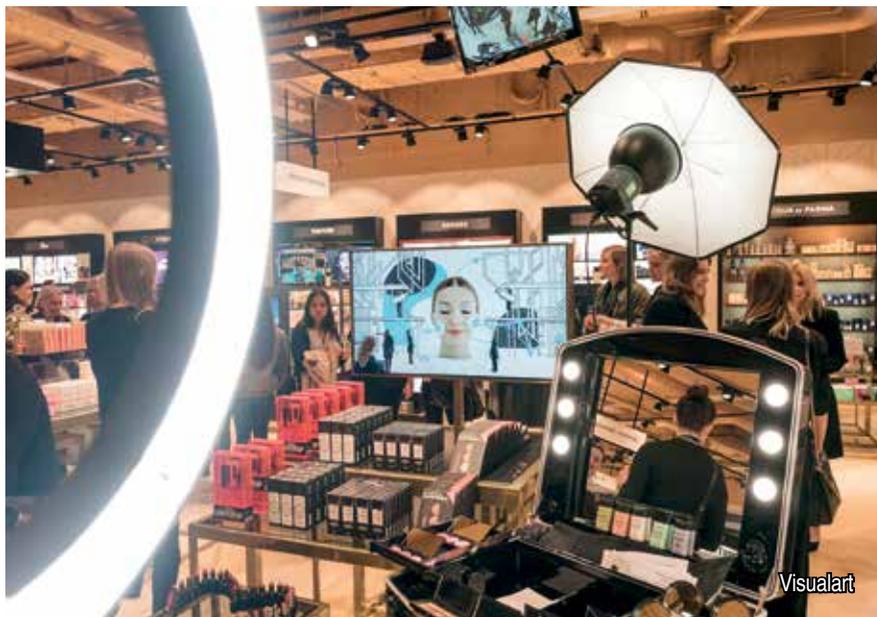
There are endless possibilities to adapt the broadcast messages according to external parameters and to do it in real time. We can therefore "stick to reality"!

A shopping center, a digital signage installation... The weather is cold, snow is falling... Broadcast "cozy" messages, hot drinks, crackling fires, etc. (according to the product you have available).

You can also issue promotional ads based on your available stocks, all in real time!

Also look for (especially) interaction with the public. An individual who interacts is much more "in" the relationship than someone who merely looks at it. Technology allows interactivity; smartphones are equipped with the appropriate functions. You can then broadcast games, quizzes, vouchers to be won – everything becomes possible, including displaying websites and social media.

In addition, touch screens placed on kiosks let the public access information individually and relieve store staff by dispensing the desired information.



# Avoid painful and memorable expectations!

*So what was your experience, the very last time you had to register somewhere (at the hotel, at the hospital, at a conference)?*

It's a good bet it was unpleasant to endure. Of course, we usually have this kind of hassle but any registration means lost time, delays and long queues.

## Kiosks to the rescue ...

This kind of situation is all the more annoying when people are living an increasingly hectic life, to which they pay a lot of attention to not wasting time and when service quality means a great deal to them. Kiosks and registration terminals eliminate some of these concerns by streamlining processes and reducing wait times.

In a hotel, the first step is generally to show up at the check-in counter. Fatigue and luggage accentuate the urgency of being able to have the room available as quickly as possible. Registration kiosks greatly simplify things, ideally placed in the lobby. The customer enters his reservation information, provides a credit card and immediately receives his room key.

## ... and staff becomes more available

As a result, employees who were previously responsible for the registration procedure be-



come available to answer questions and improve the customer experience, including helping people register on the kiosks, obviously.

These kiosks work tirelessly 7 days a week, 24 hours a day, never taking breaks, and that's another advantage.

The same scenario applies to health care – kiosks simplify and accelerate the registration process. The patient can even use them to schedule his next appointment. The devices integrate transparently into the health facility's computer system.

Ditto for conferences and meeting rooms: you register on a kiosk that can even have a camera and printer to produce the badges and deliver the information for guiding to the ad hoc room. In companies, kiosks can include badge scanners, for companies that require their employees to register regularly.

All these initiatives are designed to save time. They therefore are extremely important in the eyes of users.

It is clear, however, that the presence of reception staff is essential, but they will only intervene when the visitor has a problem the kiosk is unable to resolve... much less often, that is!

# The wonderful world of digital signage

*You can't miss them, they are found in shops, hotels, airports, cafés, cinemas, in short, they are everywhere!*

*Digital signage is a huge success!*

It's the right way to do everything for information, capable of advertising a product, promoting a brand, showing the path to follow to reach your destination, displaying the news or weather, and even interaction with the messages delivered.

## Everyone benefits from it

Stores have quickly sniffed out the right way. All you need is well placed screens in the right locations, with good content to improve customer experience and get excellent sales results by highlighting new products, for example, and promoting items in liquidation.

Airports, subways and train stations also have been in on the process: with digital signage they inform passengers while also displaying advertising, which generates revenue.

Hotels and convention centers take advantage of digital signage by assigning it the task of informing customers and delegates about available services and current activities.

Even restaurants have begun by streamlining ordering and offering consumers the possibility of interacting with their smartphones or tablets. A great benefit of digital signage is the advantageous replacement of traditional signage and paper posters that have to be designed and

printed far in advance.

Digital signage adapts on the fly.

In addition, different content can be displayed on different screens at different times and in different places.

You can also decide to use it to broadcast live TV, internet, video and much more.

## Digital signage is DYNAMIC

However, although this dynamic flexibility is a huge advantage, the mistake is often made of considering digital signage as if it were a simple replacement of traditional posters and billboards. This would be under-utilizing its many possibilities.

Dynamic signage is, itself, dynamic, and the content broadcast must be up to par.

Digital signage can be integrated into... just about everywhere, in an elevator, in a gas station, in a ATM, etc.

Much more than just a simple flow of information, it allows

interaction with the user through touch screens, mobile devices or even simple gestures.

One step further and digital signage can become "smart", with the addition of a sensor that can collect anonymous analyses of people (how many have seen the advertisement, their age, sex, etc.). This information can then be used to put the screens in the best locations and to concoct messages appropriate to the audience.

The craze for digital signage is such that it is now considered as a new media in its own right. It is called "the fifth screen" (after the cinema, television, PC and mobile device).



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# Getting Action Through Digital Signage

*If you think all you need is for your digital signage installation to be in operation to make your audience take action... you have it all wrong!*

**D**S is like a car. It needs a pleasant route and precise control for the ride to please the passengers.

**It's the right content that attracts attention.**

Of course, it needs content, and fortunately there are also ways to attract attention.

The general rule is that people are always seeking new information, especially when it comes to DS. It is easier to accept that a paper poster stays as is for several days, but a DS screen has to present content that is constantly changing.

And of course moving images need to be displayed, because our eyes are sensitive to movements (they have "motion sensors"). This "trick" even lets the same message be written longer, with the audience having the impression of seeing new things. Display useful information, that actually serves your audience: the time, the weather, the day and the date, the news (the headlines) and some social media feeds.

If you use automatic updating of content, this information will be automatically refreshed, without needing any intervention.

If you decide to launch a promotional campaign, your messages need to be presented through different designs, since we know that not everyone is attracted in the same way. Also be aware that the theory is that half your audience responds quickly to the campaign, but the other half will take longer to respond, which means starting the campaigns early.



**Make it attractive, nice, well designed**

If it's about an upcoming event, begin the campaign at least 15 days ahead of time to give people enough time to get organized and decide to attend, then move on to the next steps (details, buy tickets, invite relatives, etc.).

Try to "tell a story" to arouse interest, and for the audience to be interested in what follows. Adapt delivery of messages to your target audience. If you use other communication channels besides DS (internet, intranets, social media, printed matter, etc.), stay consistent and broad-

cast at the same time, so your messages reinforce one another.

Make attractive, nice, clear and appealing messages that motivate the audience to take action.

Changing the layout can attract attention, so change it several times a day for the "new" impression to be maintained.

**Encourage action!**

If your audience passes by quickly (which depends on the times and places), take it into account by shortening the messages: in these cases, a quick glance should be sufficient.

In general, it is advisable to fall back on the following advice: there has to be good readability, so high contrast, the text must be dark, and avoid overabundance and profusion of different character fonts.

Ideally you want your audience to take action, to react. To do this, they must be given clear and crisp instructions. A QR code to scan, a simple link to tap on the phone, an SMS to send, activate social media, Bluetooth triggers, etc. If you also have interactive kiosks, encourage touching the screen to take action.

Then assess the impact of your communication by totaling the number of times a requested action has been performed. This will improve the communication in real time and the analysis will also be valuable for the next campaigns.



Peerless-AV: Hall 12 - Stand H90 at ISE