

YOUpresent

# DIGITAL MARKETING SOLUTIONS

presentations | e-learning | software | training | web sites | print

At YOUpresent we develop tailored communications solutions that deliver tangible results for your next marketing campaign.

Whether your campaign is online, standalone or in print, we can help make it leap out from the crowd because communicating your story is our passion.

Our portfolio encompasses a diverse array of presentation centric communication services & products from presentation design to online e-learning, Microsoft Office software development, web & print design, and training.



Presentations



Training



E-Learning



Web Sites



Software Tools

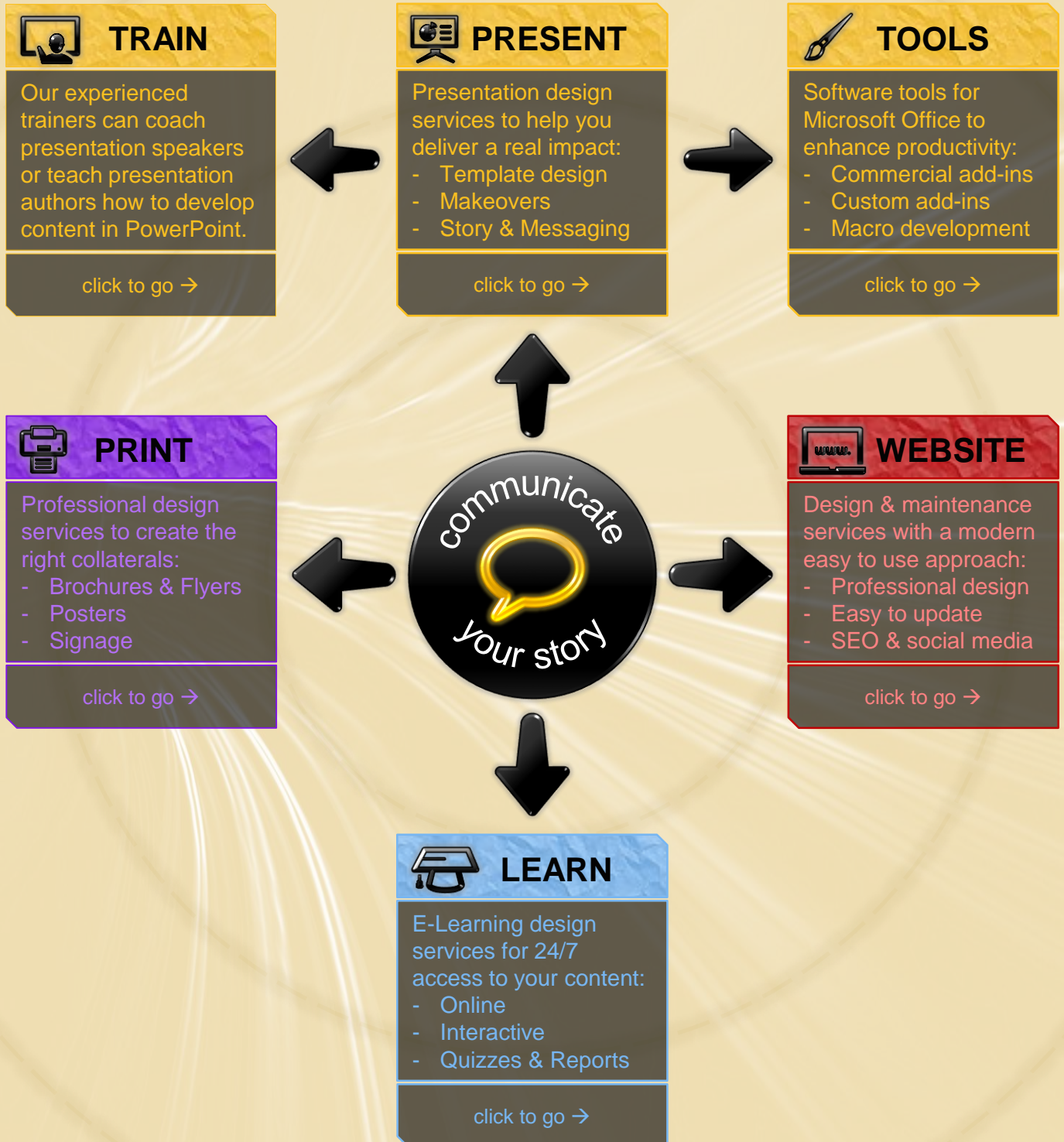


Print Collaterals

this is an interactive document – click active areas on this and other pages for fast access!

*find out more at [YOUpresent.co.uk](http://YOUpresent.co.uk)*

# SOLUTION PORTFOLIO





# PRESENTATIONS



**Every** presentation has a purpose. They are catalysts for change. You want your audience to do something different as a result. Don't you?

It may seem obvious but **every** presentation should be designed to convince your audience to do something as a result, big or small, subtle or revolutionary. But so many "presentations" are written like reports and only aid to the near death experience of your sleeping audience.

We can work with you to craft presentations that really work. They're not just good looking but they actually get your message across, help your audience to understand the world as it is today and how it could be once they adopt your point of view.

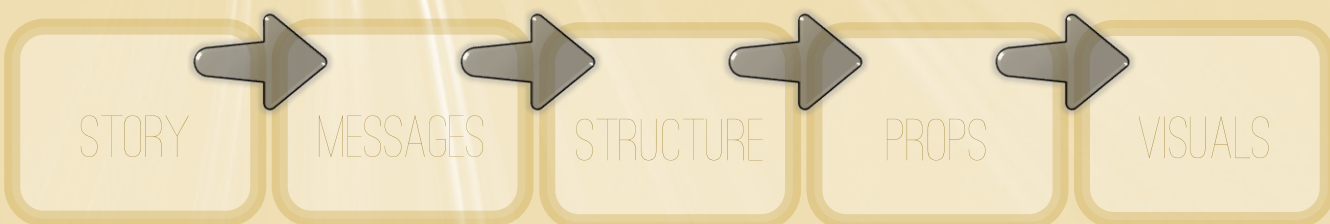
Sounds good doesn't it? And presentations don't start and finish with PowerPoint. We also work with Keynote, Prezi, video, iPad, Android, HTML5 and much more...

## Starting from scratch?

If you're looking at a blank piece of paper, we can storyboard your ideas, bring structure to chaos, craft messages and finally, design visuals that act to embellish your story, not just decorate it and make it "pretty".

## Need a Makeover?

If you have a deck or set of decks and need a spring clean, we can take your existing content and give it a new life by designing a consistent look and feel with any amount of enhancement you're looking for.







# SOFTWARE TOOLS



Microsoft Office® gets better every year but sometimes, there are those **extra** little things you'd like it to do.

Getting the most from Microsoft PowerPoint®, Excel® and Word® often means trying to make it doing something a bit special. Perhaps it's automatically converting charts to pictures before you distribute a presentation so that the embedded data isn't shared or maintaining branding to a corporate standard. Or maybe you just need a resource for vector drawn icons or maps, accessible directly from the ribbon.

This is where our suite of commercial software tools for PowerPoint, Excel and Word come into play. We can also develop custom enterprise solutions for your business based on your specific requirements. If you're looking for something even simpler, we can write macros in VBA that you can add and use in your own documents.



## Commercial Products

Our Office add-in products include:



**ActivePrez** : On-slide navigation

**vMaps** : Editable vector maps

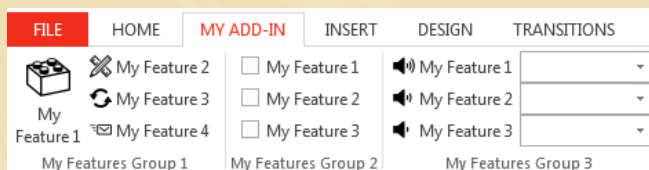
**vicons** : Editable vector icons

**Circlify** : Create circular illustrations

[YOUpresent/products](#)

## Custom Development

We will work with you to identify and specify the features you require in your add-in or macro and then develop a solution that's unique and exclusive to you.



We develop solutions for PowerPoint, Excel and Word on both PC and Mac platforms, across a range of versions of both Office and Windows.



# TRAINING



Training makes us all more **effective** so why would you leave one of your most public marketing channels to chance?

Presentations are used every day by people in companies doing business with their clients. You may not be surprised that there are over 500 million users of PowerPoint around the world but it would probably alarm you to know that many of them have never had any training.

A presentation session doesn't necessarily need slides when the presenter is a professionally trained speaker who can engage with their audience. Conversely, a stunning visual deck won't make a bad presenter into a great one. But put a great presenter together with a great presentation and the results will be dynamite.

We train presenters to present and presentation authors to create visually compelling content that invokes the desired change in your audience.

## Presenters

We can conduct onsite training for a range of audiences so that your team of presenters can communicate your messages loud and clear:

- ❖ one-to-one coaching
- ❖ group sessions
- ❖ conference events

Although all of our courses are tailored to meet our clients' specific needs, a taste of what we offer can be found online:

[YOUpresent/presentation-training](http://YOUpresent/presentation-training)

## Authors

Whether you're using one of the many different versions of PowerPoint on PC or Mac, Keynote or Prezi, we can work with you to design a course that turns your presentation designers into gurus within their field of expertise.

We have years of experience and our knowledge is packed full of "ah, that's how you do that" types of light bulb moments that our course attendees will be desperate to use to your benefit.





# E-LEARNING



Share your knowledge with an online audience, for **free**... or for a **fee**.

E-Learning solutions enable you to teach a remote audience about your company, product, service or perhaps about you.

Because they are delivered using the latest web technology, your course attendees can interact with multi-media content on PC, Mac, iOS, Android and Windows Mobile devices. Your content can include professional studio quality narration, videos, animation, hotspot interactions and decision-based branching. And if you're evaluating what has been learned during the course, we can include many different types of questions in an integrated quiz. Results are then available on your personalized online dashboard where you can administer your e-learning content.



## Content Development

We can create highly interactive content for your course or digital showpiece.

- ❖ Interactive
- ❖ Audio & Video
- ❖ Animation
- ❖ Quizzes
- ❖ HTML5/Flash

## Online Hosting

We use an LMS standards compliant solution in the cloud that provides access to your content through a secure portal where your course attendees will be invited to log in.

- ❖ Scalable number of users
- ❖ 24/7/365 access
- ❖ Reporting and admin
- ❖ Revenue from e-commerce





# WEB SITE DESIGN



Your website is your **shop front** to the world.  
Don't leave it to chance.

Gone are the days when a website was a static set of pages for people to find out about your company and what it does. The best sites engage your audience and some even allow them to communicate with you. This bi-directional interaction is what the web was built for and it's waiting for you to take advantage of it.

We can design a professional looking site for you that can encompass multiple pages, intuitive navigation, a blog, automated publication of news to social networking sites such as LinkedIn, Facebook, Twitter etc. and best of all, probably the easiest back-end management interface available today, thanks to WordPress.



## What we can do

We can build a site from scratch or give an existing site a total makeover. Starting with your domain and brand, we will build a site worthy of your company. We can do part or all of what is required to get your company visible online:

- ❖ Domain & hosting
- ❖ Website design
- ❖ Special features
- ❖ Messaging & copy writing
- ❖ Maintenance

## What you can do

Depending on your comfort level and/or time available, we can maintain your site for you or you can do it yourself because we exclusively use WordPress which we believe is the easiest publication tool available. You choose what you want to do:

- ❖ Updating copy
- ❖ Updating media (images/video etc.)
- ❖ Create new articles (pages/posts)
- ❖ Add new functionality (plug-ins)
- ❖ SEO and social networking
- ❖ User administration





# PRINT DESIGN

While we live in a digital age, it's nice to feel something in your hands.

Let us design stunningly beautiful printed collaterals for you that will ensure your message gets across. Whether it's a print run for thousands of brochures or a banner for an event, we can design high quality, high resolution artwork in Adobe Illustrator format that can be printed by us, you or your preferred supplier.

We will spend the time to understand your company, message and brand before designing the perfect collaterals and you won't pay a penny until you are completely satisfied with the result.

## Some inspiration?

Maybe you're thinking brochure, flyer, poster or something a bit unusual like a credit card USB drive. We can design them all for you.

- ❖ Brochures
- ❖ Flyers
- ❖ Brand Books
- ❖ Branded Gifts
- ❖ Popup cards
- ❖ Building signage
- ❖ Vehicle signage
- ❖ Popup displays
- ❖ Banners
- ❖ Flags





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## TALK TO US...



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