

An Eyeful Case Study

**OBJECTIVE: TO PROVIDE THE SKILLS AND
TECHNIQUES REQUIRED TO DELIVER AN EFFECTIVE
CPD PRESENTATION EXPERIENCE...**



5 MINUTES

THE BACKGROUND

Eyeful had previously supported this manufacturer of award-winning designer heating products with the creation of their credentials presentation.

Our client also had a separate department that delivered CPD (Continued Professional Development) presentations as an integral part of their sales and marketing strategy.

CPD is an obligatory form of training programme for chartered members of professional organisations such as RIBA (Royal Institute of British Architects).

Professional people such as architects are required to regularly attend CPD presentations in order to gain the CPD points they require to keep their accreditation up to date and valid with RIBA.

This is a terrific opportunity for businesses like our client to put their expertise, products and services in front of their ideal target market in the form of a CPD presentation.

A win-win situation.



THE CHALLENGE

Whilst the opportunity for CPD providers is huge, the challenges are great and complex.

The first challenge facing CPD presenters is the perception that their audiences are simply 'going through the motions' in order to gain CPD points.

Audience members, who are essentially obliged to attend for their CPD points, will show little respect for what are often poorly constructed and extremely dry technical presentations.

The second challenge they face comes from governing bodies such as RIBA.

RIBA have implemented strict guidelines to prevent CPD providers delivering presentations that focus more on selling products, rather than educating their audience.

These guidelines have successfully halted a 'sales first' culture, but have made it increasingly difficult for businesses to implement CPD strategies that deliver sales results.

Let's not forget, CPD providers dedicate considerable time and resource into providing CPD events. So, surely, they deserve the chance to get a return on their significant investment?

Our client, having been impressed when working with Eyeful in the past, approached us to review the CPD presentation experience they were delivering.

Unfortunately, we had to report that, despite the presenting team clearly being real experts in their field, they were delivering overly complex dry content in an unengaging way. This was impacting rapport building with unfamiliar audiences – and was ultimately damaging future sales opportunities.

THE EYEFUL SOLUTION

With a finely balanced, **sales vs education**, conflict in mind, we crafted a fully tailored two-pronged approach that would...

Enhance their presentation collateral...

We reviewed our client's presentation culture, with a full audit of their CPD presentation collateral, looking at their message, story and visuals.

We identified the missing elements within their presentation story and optimised key messages as we applied our tried and tested **Presentation Optimisation™** approach.

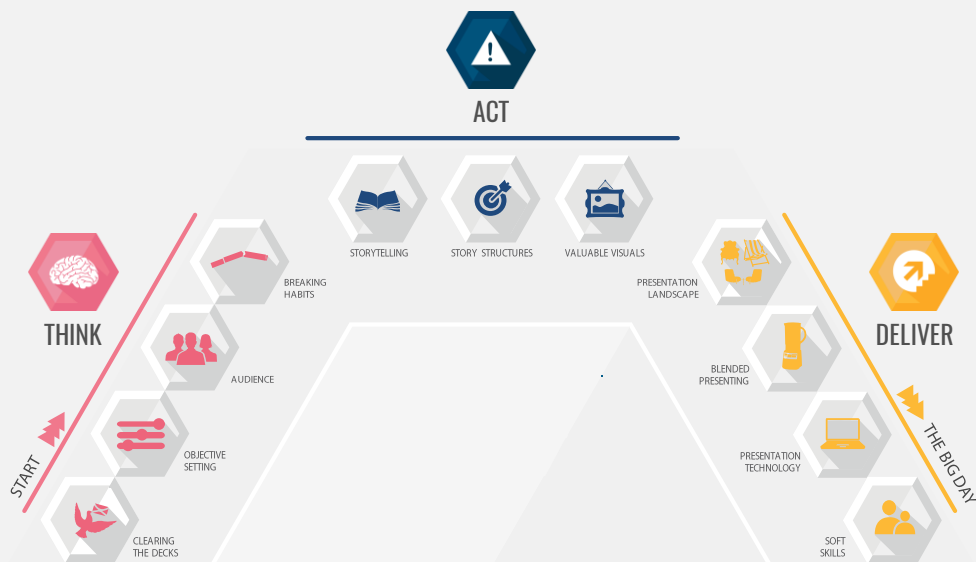


"Presentation Optimisation™ is Eyeful's unique approach to crafting presentations with a compelling story, clearly defined messages and powerful supporting visuals – all of which ensures you deliver an audience-focused presentation which inspires and influences your audience into following your desired call to action."

Rob Bailey – MD, Eyeful Presentations



Evolve their presenting style and ability... We assessed the presenting team's performance in the field and identified the areas that needed improvement against our unique modular **Think, Act and Deliver Differently** training programme...



After identifying presentation skills gaps within the team, Eyeful's modular approach to presentation training allowed us to tailor a bespoke training programme specific to their needs.

Instead of trying to change them as presenters, we concentrated on honing their natural style - making them better at presenting their specific content in a natural and engaging way.

This immersive experience meant we dispelled some of the presentation myths that had previously held the team back in our **Breaking Habits** module before our **Storytelling** techniques helped to evolve their presenting style.

Rather than the generic 'soft skills' approach focusing on body language, tone of voice and mannerisms, we instead focused on ensuring that the team understood the value of authentic delivery.

Our **Blended Presenting** module introduced the team to the latest presentation technology and demonstrated how and when these tools could be used most effectively for communicating their key messages.

The training was delivered in The Eyeful Labs – Europe's only centre of presentation excellence. This provided the attendees with access to a variety of experts including seasoned presentation consultants, storyboarding experts and some of the world's best presentation designers.

This behind the scenes workshop meant the team were able to learn from experts, try out new technology and practically road test their new presentation skills in a variety of challenging scenarios.

We provided the attendees with real-life business scenarios and challenged them to test themselves and their message using a variety of presentation tools, ultimately resulting in them being equipped to deliver their message in a manner which would suit differing environments and audience requirements.

Scenarios such as...



Delivering a CPD presentation to an unfamiliar audience in order to inform, educate and subtly sell your services...



Introducing your company and service range to a new prospect with the goal of securing a next level meeting...



Dealing with a client unhappy with a recent price increase with the goal of calming their frustrations and gaining their buy in to the new pricing structure...

Progress was gauged with live video analysis which provided the team with a unique insight into their previous and new presentation skills – as well as a point of reference for future review.

THE RESULT

Our bespoke training programme was a tremendous success, increasing the presenters' clarity of message, connection with their audience and their data delivery skills.

The team are now equipped with...



A NEW LEVEL OF AUTHENTIC PRESENTATION DELIVERY...

The client reports that all the presenters who experienced the Labs have a renewed interest and passion for presentation delivery that shines through with increased confidence and authentic delivery...



AN ENHANCED REPUTATION...

Better delivery of a well-structured message has led to more engaged audiences, and their reputation for delivering a valuable CPD experience has spread throughout the architectural world – meaning an increase in CPD requests...



SALES CONVERSATIONS ARE UP...

An increased level of interest in their CPD module has led to a large upturn in sales conversations following on from CPD events...

Ultimately our client recognised their team needed help and Eyeful's tailored approach finally helped them to receive a large and much-needed return on their CPD investment...



I can't say enough good things about both the presentations or the training that was prepared by Eyeful. Working with Eyeful has been an all round excellent experience and I cannot recommend their services enough.

**Head of Marketing,
UK Leading Heating
Product Manufacturer**

