AudienceAl!ve

OUR
CREDENTIALS

OUR REWARD

The impact on your audience and the increased energy level at events.

Our formula for an **Alive Audience**

Compelling
Content

+

Developed
Delivery

+

Improved
Interactivity

=

Audience
Alive

About us

The WOW! factor

Every customer comes to us looking for the WOW! Factor. Luckily, since 2001, we have learned what it takes to create the WOW! Factor. We craft dynamic presentations that enable you to deliver your message with power and confidence. Each presentation gives you the opportunity to connect and engage with your audience. At Audience Alive™ we understand you don't get a second chance to make a first impression, so we want your presentation to realise its full potential.

What we do

Have you ever sat through a slide show and found yourself judging the person in front of you based on his or her presentation?
Have you thought to yourself: Did nobody validate this person's presentation before they delivered it? Every day someone, somewhere, sits in a talk and thinks: Do I deserve this? Do I need to sit through another 'Death-by-PowerPoint™' presentation?
We believe you deserve better and we have your back. We believe in bringing your audience to life with more engaging PowerPoint™ and other live-response tools.

Our Team

We talk, build and deal in presentations. We have crafted hundreds-of-thousands of slides for companies around the world and have saved countless lives from 'Death-by-PowerPoint™'. We secretly smile every time we see another engaged audience. We are kind of like superheroes that work in the dead of night to create powerful presentations, then leave you to reap the rewards. We know the feeling you get when asked to make a presentation. We have seen it all, heard it all, felt the pain but are here to help you succeed!

YOUR CONTENT+
OUR CREATIVITY=
A PRESENTATION WITH **IMPACT**

23

Million slides are created every day

350

slides delivered every second somewhere in the world

3%

percent of companies have a presentation strategy

80%

increase in sales by using an effective pitch deck

Presentation Design

What we do

Did you know that 30 million PowerPoint™ presentations are delivered every day? Most are poorly conceived, with little time spent on developing structure, content and design. Imagine presentations where messages are considered as a whole, with your objectives in mind. Audience Alive™ is all about effective presentations. We turn bullet points into visuals. We turn isolated presentations into a rich tapestry of ideas and cross-references.

We're presentation experts who are trusted by the worlds top brands. We'll ensure your presentation will have a carefully designed, consistent and polished look. We can work from a storyboard, text files, or a simple outline. Your content combined with our creativity and professional design experience will result in an effective presentation with IMPACT. We can design a custom template that your company can use, or we can produce the entire presentation for you from start to finish.

Ban the bullet point
Today's presentations are lists of bullet points – boring to write, let alone to sit through. Hundreds of slides, thousands of bullet points. Mind-numbing for the audience.

Engage your audience
Our presentations are so engaging they will blow your audience away. You'll see this in their faces and feel it in the energy in the room.

Present with impact
If you'd like to present with impact, keeping your audience actively engaged throughout your presentation, you are in the right place.

Be different
You will never find one of our presentations with four bullet points and a picture. A consistent theme throughout with a heavy emphasis on image superiority and branding is more our style.

If time is your enemy
Most people today can use existing software such as PowerPoint, Keynote, Flash and Prezi, but who has the time to build a presentation worthy of ovation? We do.

Satisfaction Guaranteed
Let us do it for you. We have done the thinking so you don't have to. Our impact will be evident on the faces of your next audience – We promise they will thank

Interactive

Many clients are moving away from linear-based PowerPoint™ towards interactive app-style presentations. This encourages greater responsiveness and buy-in from the audience. Audience Alive™ offers this type of presentation made in PowerPoint™ so it can be easily updated by your team.

Makeover

If you have a little more time, a presentation makeover will provide you with a new template customised to your needs. This includes imagery, tables, charts and graphs. Combining professional design with leading edge technology, we take your presentation to a whole new level.

Voiceover

Stand back to watch it run automatically. This can be created for the introduction alone or for the entire talk. It can be easily updated as the PowerPoint™ files can be revised and reused. It can also be exported as a video for use on a website or trade stand, or integrated into tablets.

Conference

If you are organising a conference we can offer the following :

1. Content management: We manage all event content using our web-app.

2. Speaker paper management: The paper version of a speaker's presentation is controlled by us and the latest version is displayed on the day.

3. Introduction animation: we produce a customised introduction to start your conference with the WOW! Factor.

4. Wrapper presentation: this contains all agendas, speaker bios, breaks and an interactive event survey.

Infographical

Infographics are a current trend we love, since they condense content into a simple form the audience engages with. We create infographics from existing supplied presentations, removing many bullet points in the process.

Slidebank

If you need a full library of pre-created slides which can be instantly brought together to make an impactful presentation, this solution is for you. This option can also include creating a PowerPoint™ corporate template which can be used within your organisation, creating consistency.

Animated Video

We can create an animated presentation to replace a video. It can be easily updated as the PowerPoint™ files can be revised and reused. It

Elevator Video

If you find yourself needing a 60second quick overview video then you have the tool to make it on your laptop. Let us show you how.

Facelift

If your time is limited and you just need a quick presentation upgrade, our facelift service can improve your existing template and add improved animation. You can also choose from pre-created, richly animated templates. Send us your existing PowerPoint™ and we'll return a presentation with impact.

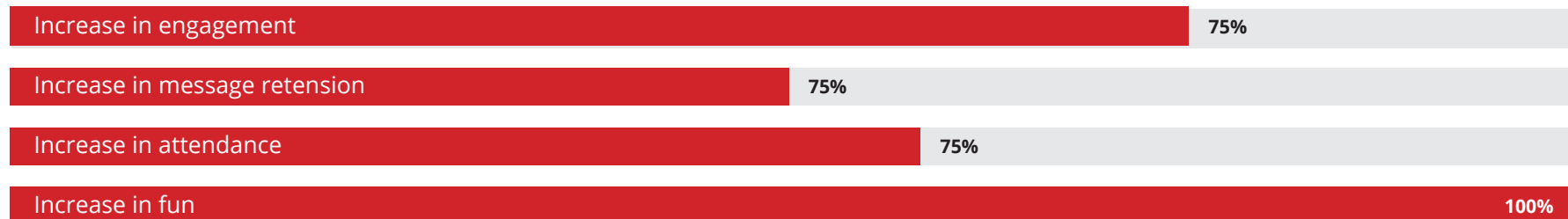we want your presentation to realise its **full potential**.

Audience Engagement

Expectations of today's attendee

Just as attendees expect online registration for events today, interactivity is becoming the norm at events. Attendees appreciate having all the information they need about the event at their fingertips, and sponsors see interactivity as a valuable channel for reaching busy attendees.

Why us?

Our entire focus is digital –and cross-platform – and our team is always exploring new technologies to give your next event a competitive edge. For any type of event, our mobile event app can transform the attendee experience, turning attendees into ambassadors and making your event more popular. For events that are more traditional, we can supply Autonomous keypad solutions.

Increase in engagement	75%
Increase in message retension	75%
Increase in attendance	75%
Increase in fun	100%

Audience response system

Optimized for small, medium and large presentation environments, our keypads take advantage of the latest in audience response technology advancements. Our keypads provide features and functionality that ensure responses from tens to thousands are accurately, timely and effortlessly transmitted to the presenter.

Web Based Event App

One app which works on all devices at your next event. An optimised mobile app that doesn't require you to download it. It detects which phone you are using and runs seamlessly on the iPhone, Blackberry, Android, Windows Mobile and Nokia. In addition, it runs on any tablet device, such as iPad and Galaxy, ensuring all attendees access the mobile conference app regardless what mobile device they use.

Meeting Architecture

Change your attendees into participants: With over three hundred meeting technology suppliers, Audience Alive can serve you by acting as a meeting architect. We'll advise you on the correct format for your meeting and connect you with the correct technology to match the required outcome. Don't risk your audiences time. Ensure your meeting runs effectively.

Presentation Training

Make it or break it

"Communications Skills" is a phrase repeatedly used in job descriptions and resumes. One of the most important communication skills is the ability to present your ideas clearly. These skills – or the lack of them – can make or break an individual's career.

The Problem

Two of the greatest drawbacks to an effective presentation are lack of confidence and lack of technical expertise. Also, things sometimes don't go as planned.

The Solution

To combat the above fears, learn more about presenting. It takes knowledge, time and practice to become an effective communicator.

20	15K	80%	50%
years of experience	Students trained	increase in sales using better techniques	increase in client engagement

Courses that fit every need

Our courses have been developed to help increase knowledge about the fundamentals of effective presentations, learn new skills and techniques on putting presentations together, and become acquainted with the latest the world of multimedia technology has to offer us.

Content

Writing a script

Filter and condense

Start with the end in mind

Keep it simple

The art of story telling
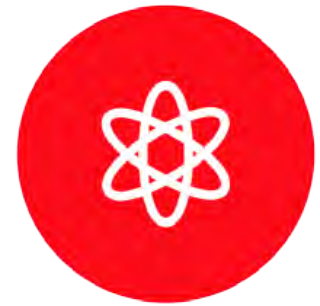
Examples of great speeches

Lessons from Steve Jobs

Delivery

Acquiring confidence

Show your passion

Start strong

Keep it short

Remember the "B" key

Make good eye contact

Voice – tone, pitch, projection

Slides

Keep it simple

Limit bullet points & text

Limit transitions & builds

Where to find great images

Use appropriate charts

Using video effectively

Learn amazing animations

Technology

Event Apps

Prezi, Keynote

Voting Apps

Electronic Voting systems

Augmented Reality

Multimedia

Registration Systems

AudienceAl!ve
SERVICES & SOLUTIONS

PRESENTATION
PRODUCTION

Presentation Copywriting

A great presentation starts with well researched, insightful content. If you need content that creates change, look no further. You need professional copywriters who have the industry expertise to create compelling presentation content. We can deliver. Send us your existing PowerPoint™ and we'll research, rework, reword, revise and return a presentation with impact.
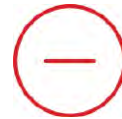
⊕ **Pros**
Copywriting makes a professional presentation

⊖ **Cons**
Copywriting takes time: 1-3 weeks

Content specific expertise

Our content writers aren't just trained on compelling content and digital marketing best practices. Our copywriters are also instructed on the intricacies of specific verticals through immersion on industry-focused editorial teams, allowing them to gain valuable insight into your business space. Common client industries include finance, telecoms, logistics, health care, education, technology, entertainment, travel and many more.
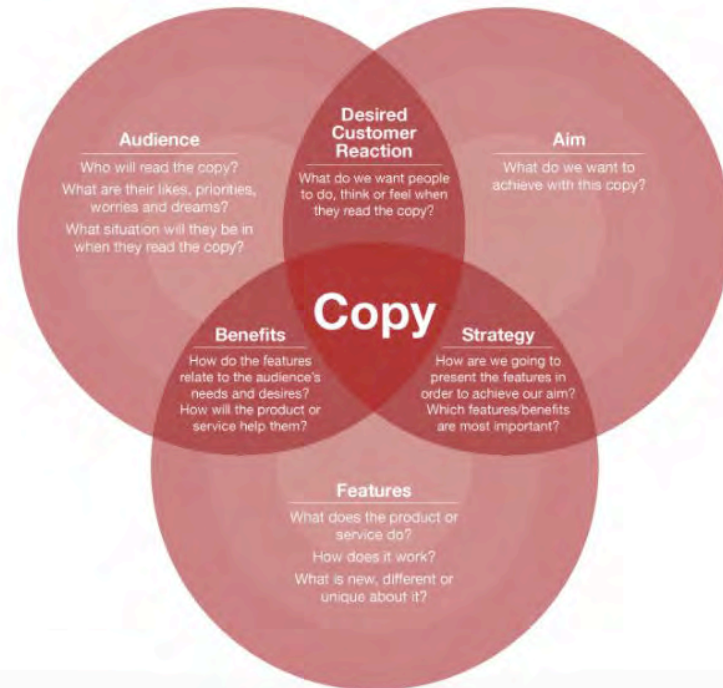
Rest assured

Our content writers can produce excellent results quickly and competently, incorporating industry expertise along with proven content marketing strategy. Our copywriters can also conduct interviews with client stakeholders to learn more about your specific industry, business, product, service and value proposition.

Presentation Facelift

If your time is limited and you just need a quick presentation upgrade, our facelift service can improve your existing template and add improved animation. You can also choose from pre-created, richly animated templates. Send us your existing PowerPoint™ and we'll return a presentation with impact.

Pros
Professional presentation production WOWs your audience

Cons
Production is dependent on time: 1-3 weeks

Typography & fonts
We recommend the use of the same font set throughout the entire slide presentation, and use no more than two complementary fonts (e.g., Arial and Arial Bold)

Images & Media
We use high-quality graphics including photographs. We avoid using Clip Art or other cartoonish line art unless to be used for info graphics. We use video and audio when appropriate.

Graphs, Charts & Tables
Presenters are usually guilty of including too much data in their on-screen charts. We use our skill to minimise the data whilst maximising the message.

Animation & timing
We use object builds and slide transitions judiciously. Some animation is a good thing, but we stick to the most subtle and professional (similar to what you might see on TV). We create object oriented animations which when added to our template designs results in PowerPoint® slides which do not look like PowerPoint® slides. If your audience is engaged and listening to your message we know our visual effects are doing their job.

https://youtu.be/_QkH-WRjVw0

A leadi…
experien…

Operates

2 Data Centers and several communication facilities

robust and proven **Governance Model**

secure **Infrastructure**

quality **Processes**

value added **Products**

superior **Customer**

THAN

Company

YEA

Exp

Widescreen Presentation

At larger events typically there is a large widescreen backdrop. We've developed a method of making presentation content which can fit across the entire width of the screen creating a wow effect.

Pros
Professional Presentation Production WOWs your audien

Cons
Production is dependent on time: 1-3 weeks

Typography & fonts
We recommend the use of the same font set throughout the entire slide presentation, and use no more than two complementary fonts (e.g., Arial and Arial Bold)

Graphs, Charts & Tables
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https://youtu.be/5YOXQ1n7DnE

Prezi Presentation

Unlike slides, which literally box you in, Prezi gives you a limitless zoomable canvas and the ability to show relationships between the big picture and fine details. The added depth and context makes your message more likely to resonate, motivate, and get remembered, whether it's your bread-and-butter sales pitch, a classroom lecture, or a TED Talk to the world's foremost thinkers.

Pros
Professional Presentation Production WOWs your audience

Cons
Production is dependent on time: 1-3 weeks - Audience Nausea

Specifcations

An increasingly popular visual presentation tool (15 million users and counting, according to company reps), Prezi takes a different approach than programs like Microsoft PowerPoint. Instead of linear slides, prezis (the company's name for its presentation format) run along paths that zoom the focus to a series of points in the prezi as you click the Next button. From the opening screen of your prezi, you might move up, down, left or right across the prezi's canvas to show more info.

https://youtu.be/bUrB1hrtolo

Event Gamification

Turn your next boring monologue into the most fun event ever with our Gamification option. We will show you how to maximise your audiences engagement and improve the memory retention of the message through interaction and gamification.

Pros
More fun than you've ever had at an event

Cons
Production is dependent on time: 1-3 weeks

Specifcations

- The audience can vote as teams or as individuals.
- Each person or team is given a remote control.
- Participants have to answer the multiple choice questions which are displayed on the screen by pressing the required button on the Keypad.
- Participants can change their mind – the last button pressed is the taken as their answer.
- Each right answer is awarded Points and Points-Make-Prizes or even Cash!
- There are rounds of questions with a leader board after each round.

https://youtu.be/VYo6B_amg0g

Complete Conference Content Production

Looking for the ultimate conference? Want to really WOW your attendees? Our full service offering is guaranteed to make life easy for you and the delegates whilst adding the services to make your conference run smoothly. Onscreen, Online, Ontime – all content is managed by us.

Pros
More fun than you've ever had at an event

Cons
Production is dependent on time: 4-6 weeks

Specifcations

If you are organising a conference we can offer the following full-service options:

- Content management: We manage all event content using our web-app solution.
- Speaker paper management: The paper version of a speaker's presentation is controlled by us and the latest version is displayed on the day.
- Introduction animation: we produce a customised introduction to start your conference with the WOW! Factor.
- Wrapper presentation: this contains all agendas, speaker bios, breaks and an interactive event survey.
- Widescreen Presentation: We produce a widescreen presentation.

https://youtu.be/5YOXQ1n7DnE

Meeting Architecture

Let us advise you on the correct format for your meeting and connect you with the correct technology to match the required outcome. Don't risk your audiences time. Ensure your meeting runs effectively. Below are some of our favourite meeting formats and a brief overview.

Campfire

For this meeting format we do not use any main screen so the audience are arranged in an arena/ circular format and interact via tablets only. Questions are posed via the tablets which force engagement and the results of votes and text commenting can be viewed on a master tablet. Content can also be pushed out to each tablet.

Debate

As per the BBC TV show Intelligence2 two teams debate a motion. The audience vote initially on the motion and then again at the end of the debate. The comparison is then shown.

Pecha Kucha

Presenters deliver 20 slides of 20 seconds each and the audience vote live on their performance.

Hardtalk Interview

A head to head interview with a key presenter as per the popular BBC program. The Audience indicated their opinion by way of a moving graph onscreen.

Scene

A relevant scene is acted out onstage (or onscreen) and the audience are asked to decide the outcome.

Crowdsource

The audience choose who presents and what they present on using interactive voting.

Gameshow

Take any popular TV gameshow and convert it into a live quiz event with audience engagement: Millionaire, Weakest Link.

https://youtu.be/gaBscsKJgPE

AUDIENCE
ENGAGEMENT
SOLUTIONS

Simple Voting Keypad

Optimized for small, medium and large presentation environments, the ResponseCard RF (Radio Frequency) keypad takes advantage of the latest in audience response technology advancements. The ResponseCard RF keypad provides features and functionality that ensure responses from 10 to1000's are accurately, timely and effortlessly transmitted to the presenter.

Pros
Engages everyone, Simple, Low cost, Arabized, Doesn't need Internet

Cons
Voting Only, Device Losses

Top reasons to use

- Powered by two coin cell CR2032 (3.0V) Lithium Batteries.
- Always in deep sleep mode - only uses power when a button is pressed.
- Average battery life is 6 to 12 months.
- Available Channels: Up to 82 sessions can be running at one time in close proximity without interference.
- Fully FCC, CE and Industry Canada certified.
- Will not interfere with other technologies.
- The most reliable and scalable offering available.
- Not limited to line-of-sight transmission.
- Range- 200 foot range (400 ft coverage)
- Dimensions: 3.3" L x 2.1" W x 0.3" H. Weight: 1.0 oz (with batteries).

https://youtu.be/DiKrVpvV1Wg?lis

Texting & Voting Keypad

These keypads are full-featured and designed to collect even more meaningful data than traditional keypads. Participants can answer questions posed with a text answer via the ergonomic qwerty keyboard. Messaging capabilities allow questions to be sent and received throughout instruction without interruptions.

(+) Pros
Voting and Texting, Simple to use, Robust, Doesn't need Internet

(−) Cons
Device Losses

Top reasons to use

- Two AAA batteries -Average battery life is 6 to 12 months
- Always in deep sleep mode - only uses power when a button is pressed.
- QWERTY Entry, 56 Plastic Keys, Reliable Metal Dome Buttons
  Laser Etched Graphics with Backlight
  Supported Symbols . , ` " ; : ! \ ? @ # $ % ^ & * ( ) _ + - = / < > [ ] { } ? € £
- Fully FCC, CE and Industry Canada certified.
- Will not interfere with other technologies.
- The most reliable and scalable offering available.
- Not limited to line-of-sight transmission.
- Range- 200 foot range (400 ft coverage)
- Dimensions: Height: 5.1 inches X Width: 2.98 inches X Depth: .88 inches Weight: 4.8 ounces

Event App

One App, All Devices: an optimized mobile app that doesn't require any download, it detects which phone you are using and runs beautifully on the iPhone, Blackberry, Android, Palm, Windows Mobile, Nokia as well any tablet device such as iPad and Galaxy. Ensuring all attendees access the mobile conference app regardless what mobile device they use.

Pros

Simple, Low cost, Arabized, Works on any smart device, Unlimited users

Cons

Requires Internet/3G, Someone may not have a Smartphone

Top reasons to use

- Increase Participation and Engagement - Interact with your delegates using polls and surveys integrated within our show guide. Use for on location event surveys, or integrate the live results with your A/V solution to influence session content.
- Help Attendees Get Connected - Use the power of social media and access to delegate profiles on mobile to help your delegates connect with each other before, during and after the event. Delegate bios, profile pictures and social media links allow for effective networking.
- Care less if things change - with the interactive agenda, attendees can create and edit their schedule on the go. Speakers and sessions are easily searchable, so attendees won't regret the one that got away.
- Generate Revenue whilst Going Green - Give sponsors new advertising opportunities to enhance branding & exposure. Generate revenue by offering mobile banner-ads, enhanced exhibitor-listings, document uploads, mobile coupons and QR barcodes.

https://youtu.be/OP1VowNltV0?li

LED Buzzers for Quizzes

A simple solution to engage the audience during a quiz by identifying the correct player

Pros

Easily add gamification to your event, works standalone

Cons

Requires quizmaster to manage quiz, requires managed light

Top reasons to use

*   No internet required – works standalone
*   Master Controller Remote controls the wireless quiz buzzers.
*   First player who buzzed in locks out the other contestants.
*   The buzzer lights up and beeps to identify of who buzzed in first. 5.
*   Aluminum Carry case for 4, 6, or 8 buzzers with foam hole for each buzzer.
*   Range: 100M

https://youtu.be/oKqqluIzKl4

Live Twitter & Instagram Wall

Crowdcast Your Next Activation - It's likely almost everyone at your event will have a smartphone.

Pros
Full engagement, Arabized

Cons
Cost, Device Losses, Requires infrastructure installation

Top reasons to use

- A live conversation visualizer. Using their own smartphones, event guests tweet and post Instagrams with the hashtag created by you. Social Mosa continually searches for that content, then grabs and pulls it down into the Mosaic animation. Along the way, every tweet and Instagram is manually filtered using our Monitor application. It's a quick, simple process that guarantees negative comments or images won't make it to screen.
- Accepted tweets and Instagrams automatically transform into branded cards in the Mosaic. Together, they flock on-screen, creating a beautiful fluid animation, unlike any other social media wall. Periodically, the cards mosaic, forming predetermined logos and messages, before exploding back to life. The more guests participate, the more visually impressive Social Mosa is.

http://youtu.be/Ghui2gxkoy0

CatchBox

Forget microphone runners – let your audience throw the microphone to eachother

(+) **Pros**
WOW factor, uplifts the overall mood, good fun, engaging

(−) **Cons**
May be inappropriate for some clients, requires AV support

Top reasons to use

- the simple act of getting audiences to throw a soft cube breaks the ice and gets people to talk. Available in several sizes and accommodating anything up to 1,000 people.
- Use it as a speaker's microphone or even a recording device to save your
- discussions for later

(▷) https://youtu.be/yPTq9wojd1E

Change communications in your organisation **forever**

Don't take our word for it...

Interesting, engaging, funny, interactive. Heaps of tips and tricks to takeaway! Such an engaging presenter, had my attention right from the start. I will never use a bullet point again! Thanks for being our meeting architects! We could not have done it without you! - Commercial Director - Ports of Auckland

We loved everything you did for us! The slides, training, voting, app and most of all the quiz. You set the bar for our next event! The keypads engaged the audience and kept everyone on their toes including the presenters ! The level of insights we've had from using the audience response system has far outweighed the investment. - Marcom Manager - Shell Petrochemicals

My organization hired AudienceAlive to assist us in engaging our audience during our annual conference. I found AudienceAlive to be professional and very personable and always had a 'can-do' attitude over behind-the-scenes challenges faced when orchestrating major conferences. You can feel that they have got the best interest of their clients in mind, and the fact that we're repeat customers show that we've experienced good value with AudienceAlive - Nick Nadal, Director | Hawkamah

It has been an absolute pleasure to work with AudienceAlive over the years. Particularly in the context of landing major presentations when you know they really are worth every penny. I consider Ericsson materially better off for having the opportunity to work with AudienceAlive and I'd not hesitate in recommending them to anyone looking for their expertise and easy going style. Jeremy Foster, Marketing Manager | Ericsson

Just a quick note to say thanks a million. Your personal delivery is truly inspirational. The fact that I didn't look once at my phone is testament to your ability to keep your audience in the palm of your hand. The word will spread here about what you do and I'm already looking at the next group from my department. Senior Vice President – Safety | Emirates Airlines

AudienceAl!ve

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