

## Press Release

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### Turning Presentations into Sales with Showsuite

**Whether or not a business clinches any deal they've been pursuing is often down to perception. Is the company projecting a slick, professional image in every presentation it gives and is there brand consistency in every communication it has with potential clients?**

Every business selling a service or product faces these kinds of issues every day and getting it wrong can mean the difference between making a sale, or coming away empty handed.

The difficulties in ensuring a professional presentation every time has been recognised by multimedia business Walnut Media, which is gearing up for the Yorkshire preview event of its Showsuite solution. The event will be held at the Radisson Hotel in Leeds City Centre on Wednesday 9 July, with presentations throughout the afternoon and opportunities for businesses to experience Showsuite first-hand and talk to Walnut Media consultants.

The first solution of its kind on the market, Showsuite is the culmination of months of work to develop software that enables Walnut Media to package a range of visual information, including Showsuite's own dynamic graphics, video, PowerPoint slides and web-pages into screen based presentations designed for maximum impact. Showsuite is adaptable to different situations, and allows presenters the flexibility to pick out the most salient points of the presentation for their audience, either prior to, or during the presentation.

In partnership with its clients, Walnut Media will build up a library of content in Showsuite. This is particularly attractive to companies with large sales teams delivering the same basic presentation, but who want the ability to instantly call up the parts of the presentation most relevant to their client.

"It's an interactive, end to end presentation solution, designed for maximum visual impact," says Walnut Media director Gary Nutland. "We've packaged different media together to provide companies with the means of getting their message across in the most effective way."

Walnut Media has almost 20 years of experience in putting together videos, corporate events and communications packages. Showsuite is a natural development of these media solutions.

"What is unique about Showsuite is that it offers rich visual content that can be tailored for specific needs. We provide a full presentation with our software, video clips and scripting, but companies or individuals can add in content if they want to develop the presentation for a specific client," says Nutland. "But the brand message remains the same through the dynamic content, something that's extremely important in today's competitive environment."

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