



Eyeful Presentations implores businesses to think beyond the basic and repurpose corporate PowerPoint slide decks

Companies are not realising the true value of their PowerPoint decks

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Eyeful Presentations, the leading presentation consultancy in Europe and the US, has highlighted the increased customer engagement and ROI benefits businesses could be enjoying by "repurposing" their corporate PowerPoint decks.

Microsoft's PowerPoint software remains the World's most popular presentation tool with an estimated 30 million presentations being delivered every day. However as marketing budgets are squeezed, Eyeful Presentations reports that companies are now also turning to them to repurpose corporate PowerPoint into web content, Podcasts and interactive PDF documents.

"Over the last 5 years, we've been fortunate to work with companies such as Adobe, Colgate Palmolive and Microsoft to revolutionise the way they use PowerPoint. Our Presentation Optimisation process means that we work with the client from the ground up, maximising the impact of both the messaging and visual impact of the presentation." Explained Eyeful's Managing Director, Simon Morton. "Our development process creates an incredibly powerful presentation so it was a natural next step for our clients to ask us to extend the "footprint" of this work. I'm delighted that our clients are now able to achieve even higher ROI and engage with more of their audience as a result of the repurposing program we now have in place."

Eyeful are now working with a range of clients in Europe and the US to repurpose PowerPoint into web friendly Flash movies, impactful and interactive PDF documents, corporate Podcasts and online video. All

these outputs can be taken just from the original PowerPoint files.

"Initially we worked with Eyeful to ensure we had the very best presentations in our marketplace, which we achieved." Commented Eyeful client, MSD. "But we started talking with Eyeful about further uses because the end result was of such a high quality. We're now using elements of these slide decks as rolling presentations in our reception area, as a taster video on our website and as a basis for interactive proposal documents. The return on investment has been immense."



In these times of tighter budgets and the continued need for high impact online and offline collateral, repurposing that proven and impactful PowerPoint is a great way to get more from your marketing budget.

More information on the Presentation Optimisation process and impact of repurposing PowerPoint can be found here: <http://www.eyefulpresentations.com/repurposing>



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About Eyeful Presentations – www.eyefulpresentations.com

Eyeful Presentations was founded in the Spring of 2003 to provide presentation services to businesses looking to improve the way they share information with their most important audiences – their prospects, customers, employees & shareholders.

The company firmly believes that key to their success is their unique approach of addressing the entire presentation process through their "[Presentation Optimisation](#)" methodology. This holistic approach ensures that clients' presentations are made more effective, not just "prettier".

Their work varies from high impact conference decks through to interactive credentials and pitch presentations – all created in PowerPoint to ensure complete flexibility and control by the client. This approach of "open source" presentation development mixed with ground breaking design means that Eyeful now boasts an impressive client base including major corporations like Microsoft, Adobe, Eli Lilly and Unilever.

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