



SKYCITY Entertains Showcase, Gets Serious Control Over Its Brand



Do you ever feel like your sales presentations are trapped within PowerPoint?

SKYCITY did. To engage a wide variety of client types, the international operator of casino facilities, restaurants & bars, hotels, and convention centres had become saddled with a patchwork of PowerPoint presentations.

Hobbled by the program's linear format, SKYCITY's sales managers would either have to navigate the prescribed order of the sales presentation's slides, or cobble together a homemade alternative.

"We were concerned that our PowerPoint presentations weren't aligned with our overall brand," recalls Gillian Officer, Director Sales - Conventions. "When you invest in your brand, you want it presented in a particular manner. Without a tool that helps the presenter to follow those particulars, we had no control over how our brand was being presented." And less control over their prospects' impressions.

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“We were looking for a best practice. We wanted to be more cutting edge than PowerPoint. Showcase has given us the ability to step forward and step up.”

SKYCITY Sought Out A Solution.

“Officer was clear with her criteria: PowerPoint’s replacement had to be user-friendly, simple to design, and deliver a net savings of time.

SKYCITY’s IT team considered several options, but “they were solutions to bigger problems,” recalls Officer. “They were a lot more complex than what we needed. As soon as I saw a demonstration of Showcase, I knew I’d found what I was looking for.”

“We Can Be More Dynamic With Showcase”

“Rather than flicking through a slide deck, we can answer prospects’ questions quickly,” explains Officer. “That makes us a lot more customer-centric, which aligns with the overall experience we strive toward.”

The key to SKYCITY’s successful adoption of Showcase: clear organization from the beginning. “When we built it, we included all facilities: hotels, convention spaces, outcatering, restaurants and gaming,” explains Officer. “Now, these ‘streams’ run parallel in one presentation. It’s brilliant. With Showcase, we’re sure that everything is up to date, from product changes to promotions. That’s really critical for us.”

And because SKYCITY takes care of the content in its Showcase presentation, its sales managers can focus on getting information out to prospects and clients.

“It’s been a really easy transition. We’ve got good buy-in from all parties,” says Officer. “Now we’re comfortably tackling the question, ‘how can we make it better?’”

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Ultracreative World of Wearableart™ inspires with Showcase



“From 20,664 plastic collar stays to 600,000 glass beads, from corrugated iron to kitchen utensils,” entries into the annual World of Wearableart™ (WOW) festival come in all shapes and sizes, according to the festival’s founder, Dame Suzie Moncrieff.

The event has been tickling the imaginations of designers and admirers for over 25 years, attracting hundreds of entrants, and tens of thousands of the public from around the world each year.

Always Recruiting For The Future

An annual event, the WOW Awards competition receives hundreds of new garments for judging each year.

“We have an immense library of rich content to draw on for our recruitment efforts,” explains Meg Matthews, CEO of WOW. “And we have to be very selective about which images we use. It’s easy

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“I would recommend Showcase to any sales person with a visual pitch across digital content and printed collateral. It’s great for sales teams.”

to get lost in past years’ entries. Our program directors speak at design schools around the world, so they’ve got to make the most of their time at every visit.”

Matching Material To Audience

When speaking to larger groups, WOW’s directors use a large format presentation. “But when they’re speaking one-on-one to the director of a school, it’s not a good place for a laptop.” Especially for those personal conversations, WOW still wanted to draw on their rich library of content, so they set up a Showcase workshop.

“Showcase allows us to adapt our presentations to the interests of the individual that we’re meeting with. We can show them examples that resonate with their design approach, their preferred materials, and even with their location,” Matthews enthuses. “Because we get

entrants from all over the world, we like to show prospective entrants examples that have come from designers in their area. If a school has a particular theme, Showcase allows our directors to adapt accordingly.”

Keeping inspired and organized

How else does WOW leverage Showcase? “It’s very handy to have a single point repository for all our presentations. We love how easy it is to update and customise. Our directors who travel quite a bit really appreciate that they don’t have to cart around a suitcase of collateral and a laptop. Showcase keeps it all right at your fingertips. It’s great to share information directly from Showcase, without having to use Dropbox.”

“It has been brilliant. It’s a fantastic tool to have on our peoples’ iPads.”

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careersnz
mana rapuara aotearoa



Careers NZ gets more engagement for less effort with Showcase



How do you make the most of your presence at a trade show? After investing in booth space, personnel training, and promotional collateral, your organization expects to see an impact.

More so, when you're in the public sector, like Careers NZ (CNZ), a government agency that supports New Zealand youth to make smart career choices with online self-help resources.

"Historically, CNZ consultants would approach students, field their questions, offer quick pieces of advice, and point them toward our online resources," recalls Wendy Goldswain – Marketing and Communications Manager of CNZ. "Then, it would be up to the youth to use CNZ's website."

For 2013, CNZ wanted to make its career expo stand more interactive, free personnel to have more interactions with students, and clearly define the traffic it was sending to its online resources.

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“Showcase gave us the ability to focus the user’s attention and guide her/his experience in a way that we couldn’t do if they were going directly to our website.”

- Wendy Goldswain

So They Chose Showcase.

“Because our stand was mostly unmanned, we needed to set our iPads up so that the users could not leave Showcase or misuse the Internet connection,” explains Goldswain. “Showcase’s kiosk mode fit our needs perfectly.”

By securing the iPads with trade show stands that covered the home button, and keeping a designated Showcase presentation locked in kiosk mode, students could engage directly with CNZ’s targeted self-help resources at their own pace. CNZ personnel could then focus their attention on more personal interactions.

“Before, our Career Consultants would have to approach students,” recalls Goldswain. “With Showcase, the students were much more self-managed, which is what we wanted.”

More Interaction. More Traffic.

“We had more people using the Skills Matcher tool on our website than we had in previous years when it was just available on a computer,” comments Daniel Webster, CNZ’s Website Content Developer.

When the student had finished with the Skills Matcher, or left the CNZ booth, a Career Consultant could return the iPad to the presentation’s home screen in a single touch, readying it for the next student.

“Our volunteers learned how to navigate Showcase quickly. It was much easier than introducing them to the entire CNZ website,” says Webster.

“We are just using Showcase for a series of Career Expos throughout 2013,” says Goldswain. “Now that we’ve seen what it can do, we can think of a range of other ways we could use it, including giving it to our Careers Consultants, or in unmanned environments like traveling road shows.”

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