



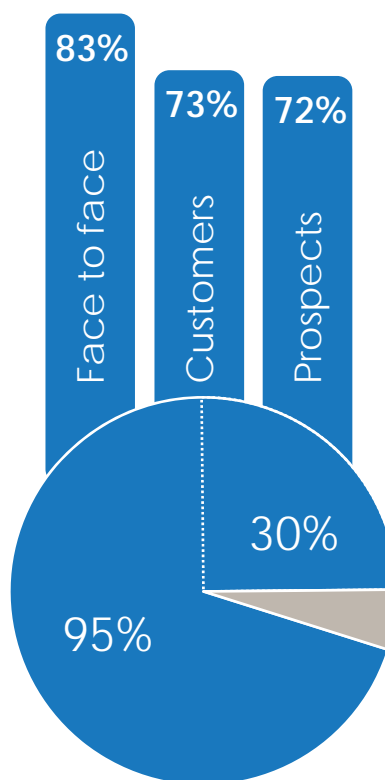
Just how is PowerPoint being used in the UK today?

A sample of 100 companies in the UK ranging in size from 1 to 1000 employees were contacted. The survey asked them to outline how PowerPoint was used PowerPoint in their sales process as well as being queried how often the material was maintained or reviewed.

The survey was conducted by Eyeful Presentations Ltd (www.eyefulpresentations.co.uk) .

The extent of usage

Of the 100 companies surveyed, 95% of respondents used PowerPoint within their business with just over 30% of people using it every single day.

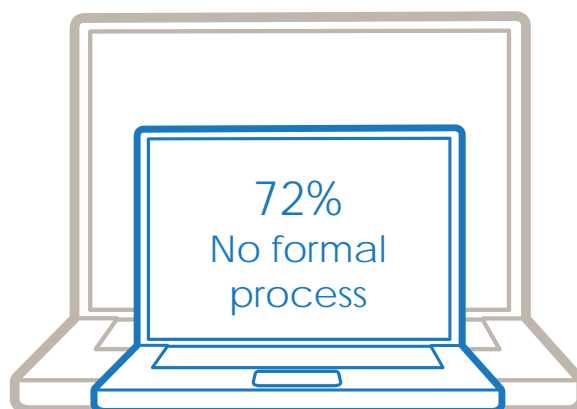


How is it used?

Of the 95% of respondents who use PowerPoint, 83% used it in face to face presentations. 73% of people used it to present to customers whilst 72% saw it as a “key sales tool” for presenting to prospects.

Management of PowerPoint

A staggering 52% of the “owners” of the content within organisations have had no formal training on PowerPoint or presenting. This trend, termed “The Presentation Paradox” by Eyeful Presentations, is further demonstrated with an enormous 72% of people only reviewing and updating their presentations on an ad hoc basis.



For further information on the survey, please contact Eyeful’s press contact, Joanne Eames, on 0845 056 8528 or via jeames@eyefulpresentations.co.uk

For further information on “The Presentation Paradox”, please refer to the White Paper published by Eyeful Presentations Ltd. This document can be requested by contacting Eyeful on 0845 056 8528 or via a dedicated website: www.presentationparadox.com