



Eyeful Presentations and 2WIN! Global announce exciting partnership to deliver “Blended Presentations”

Presentation engagement goes up a level

Warwickshire, UK, October 2010

[Eyeful Presentations](#), the leading presentation consultancy, and [2WIN! Global](#), the premier training company, are to globally launch “**blended presentation**” methodology and skills training through an innovative new partnership.

The partnership brings together Eyeful Presentations’ in depth knowledge of presentation development and design with 2WIN! Global’s market leading training expertise to deliver impactful and persuasive presentations for their combined global client base.



Both companies believe that, whilst well developed in some areas, the vast majority of presentation consultancy and training does not deliver the requisite skills and techniques to fully address the needs of today’s corporate markets. The joint offering from Eyeful Presentations and 2WIN! Global provides presenters with a range of options to pull upon and is being termed “**Blended Presenting**”.

“Formally launching the Blended Presentation methodology has been on our wish list for some time” explains Eyeful’s Managing Director Simon Morton. “We decided to hold back until we found the right partner to go to market with this and now we can ensure that with 2WIN! we can develop and support this programme together across the globe. Many organisations do not invest properly in their presentations or their skills training - with “blended presenting”, we now have a solution that delivers them the best of both in a unique way. We are very proud to be working together with 2WIN! on this important development in our Portfolio.”

The two organisations already share a number of high profile clients such as Microsoft, Adobe and Software AG and there is already significant interest levels in the new offering.

“This is an extremely exciting new development for us here at 2WIN! Global.” Added 2WIN!’s CEO Bob Riefstahl “Many of our customers have invested in either their presentation or their skills training, but have never had the opportunity to put the two together successfully. Great meals combine fresh ingredients with the perfect blend of spices that a chef assembles into a culinary masterpiece. Likewise, Eyeful and 2WIN! will bring our global clients the recipe’s they need to produce and present compelling messages that will vault them into a commanding position with their customers, investors, employees and partners. .”

To find out just how this new joint offering could change the way you present your business, contact Eyeful Presentations via the web at www.eyefulpresentations.com

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We are very proud to be working together with 2WIN! on this important development in our Portfolio.”

Simon Morton
Managing Director
Eyeful Presentations Ltd



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About Eyeful Presentations – www.eyefulpresentations.com

Eyeful Presentations was founded 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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